


Chico's FAS

BOPIS CX/UX Discovery



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Purpose & Overview

The Challenge

Chico's FAS was interested in introducing BOPIS as a new omnichannel service for our customers. The CX/UX team was asked to define what a seamless BOPIS customer experience would look and feel like, and then design an MVP version that our other teams could quickly implement and support.

BOPIS CX/UX Approach

Before we could map out an ideal customer journey through BOPIS, we needed to understand the competitive landscape as well as customer experience, expectations, and preference with BOPIS.

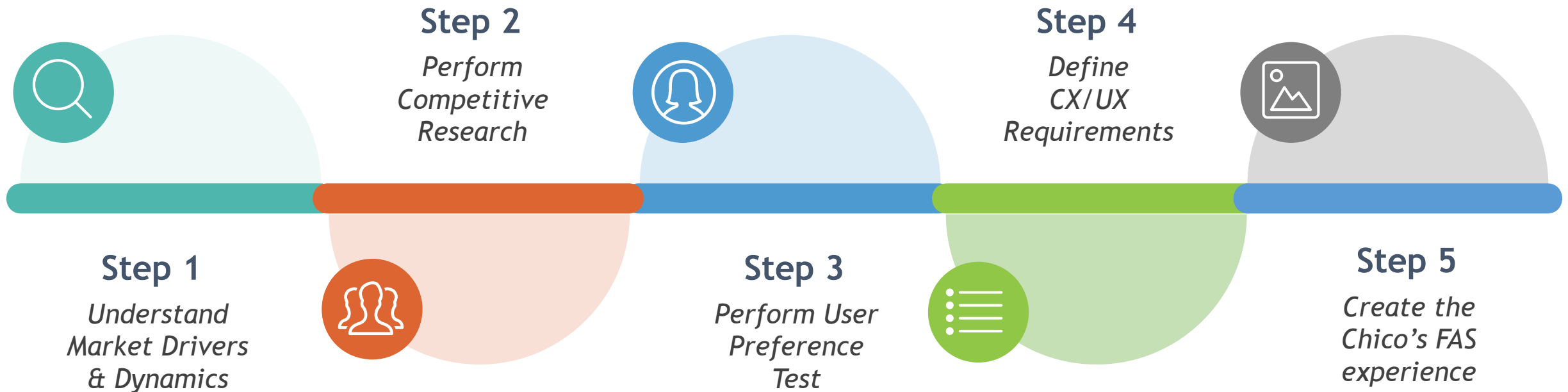
In this presentation we will show you how we got there through in depth competitive analysis and user testing to make CX/UX recommendations, (MVP and Future-state), and final CX/UX design for an MVP implementation.

Project Goals

- To provide a single view of the BOPIS omnichannel journey as it relates to both online and in-store experiences.
- To shine a light on opportunities and pitfalls of BOPIS through an exploration of the competitive landscape
- To make recommendations of how we might minimize the customer pain points by improving the overall customer experience for BOPIS.



The CX/UX Process



STEP 1

Understanding the Market



What the heck is BOPIS?



It's not...

- ✖ A creepy uncle?
- ✖ A medical condition?
- ✖ A Russian spy satellite
- ✖ An Icelandic trip-hop artist
- ✖ A spicy Filipino dish?

(Okay ... actually it is, but that's not what we are going to be talking about!)



BOPIS:

[Abbreviation | boʊ•pɪs]

Buy online, pickup in-store is a retail strategy where products are purchased online and then picked up in the store rather than shipped to the customer.

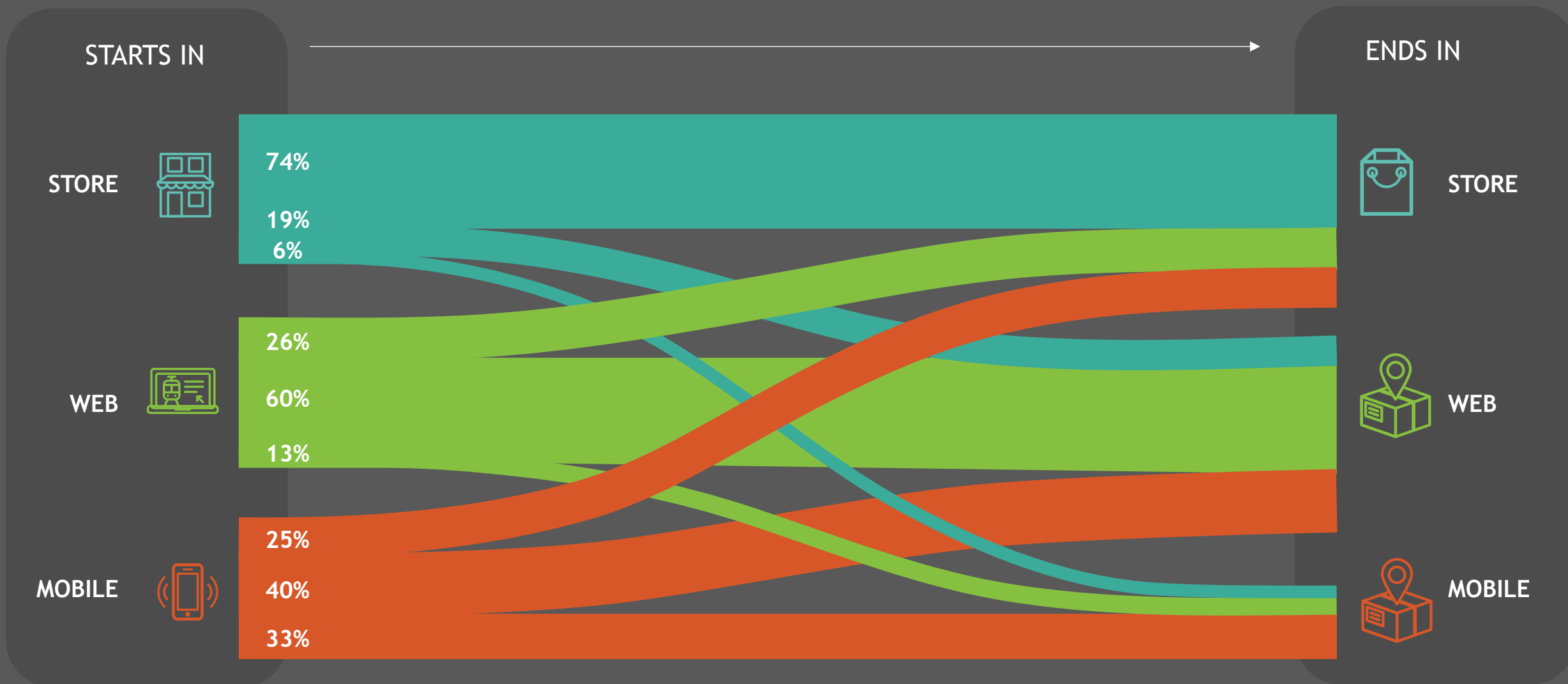


IN OTHER WORDS...

It's Omnichannel!

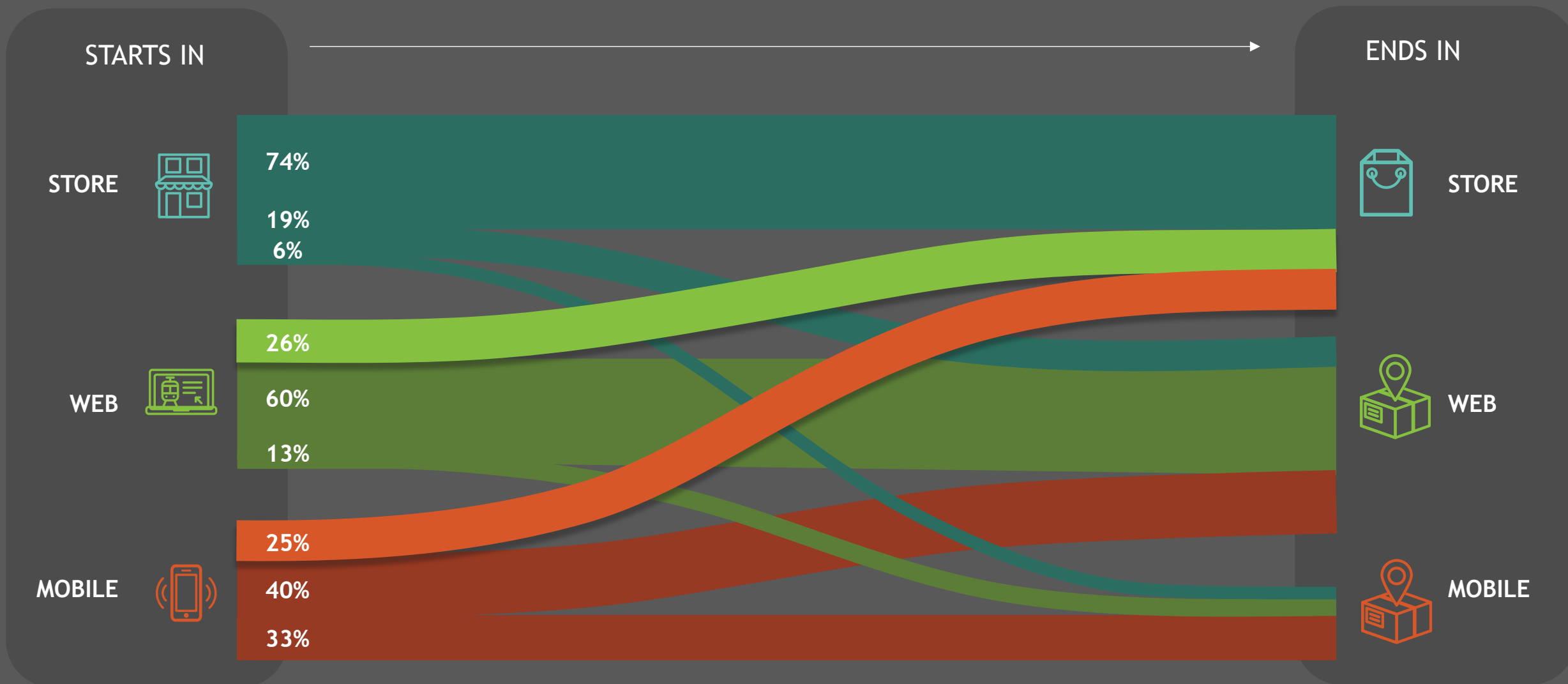
The Customer Journey from Channel to Channel

BOPIS CX/UX Discovery

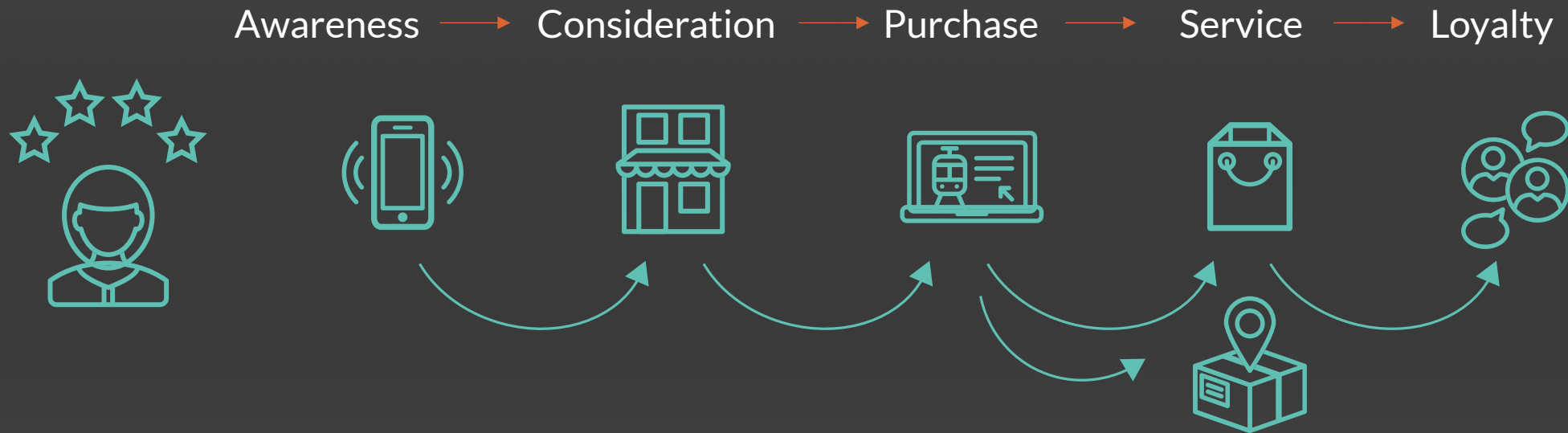


BOPIS Capitalizes on Inherent Customer Behavior

BOPIS CX/UX Discovery



BOPIS Merges The Customer Journey From Consideration to Loyalty





Shoppers love flexible fulfillment

Speed is King and Convenience is Queen.

Customers want convenient and versatile pick-up and return options. Retailers are responding, but not fast enough for shoppers.

61%

of customers place a high importance on BOPIS availability

58%

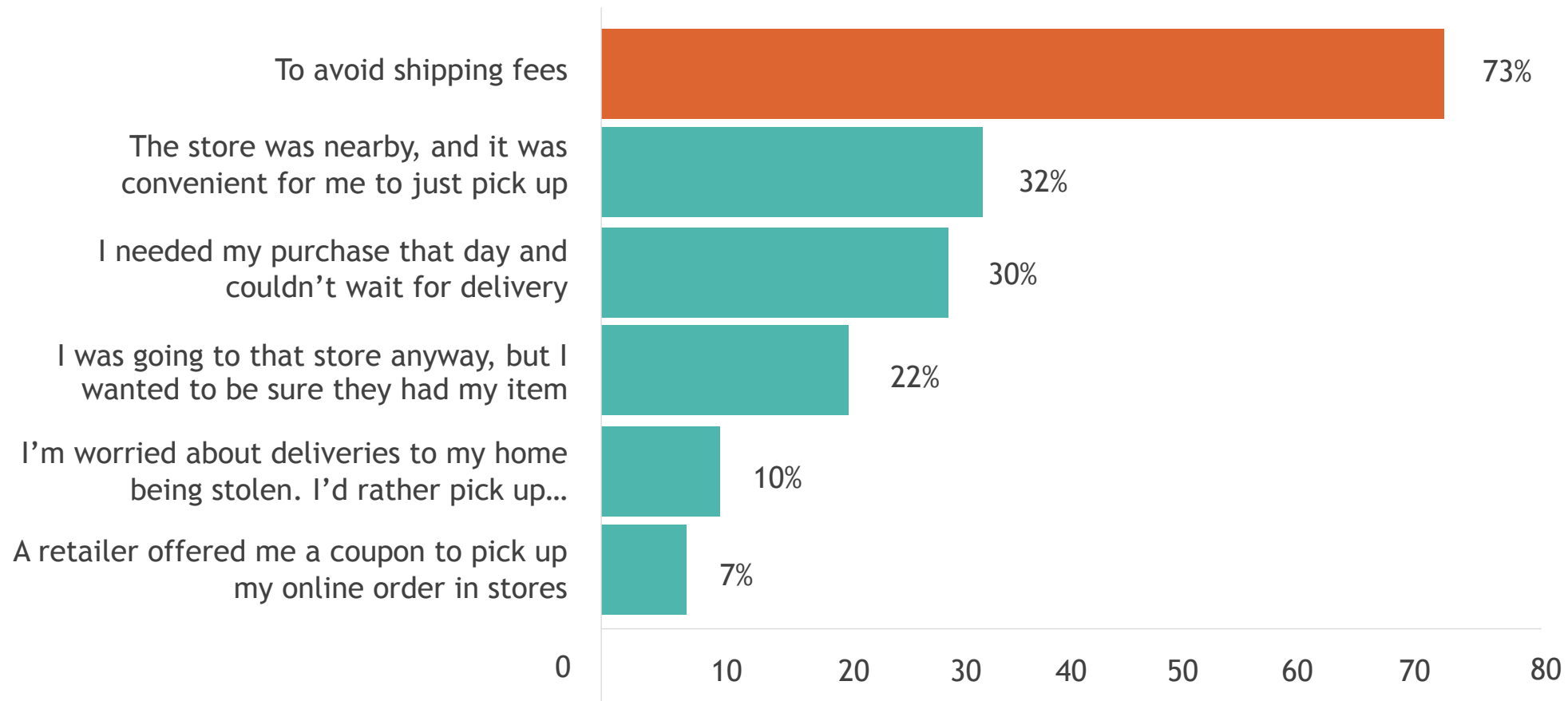
relied on it in the 2018 holiday season, up 25% over last year

61%

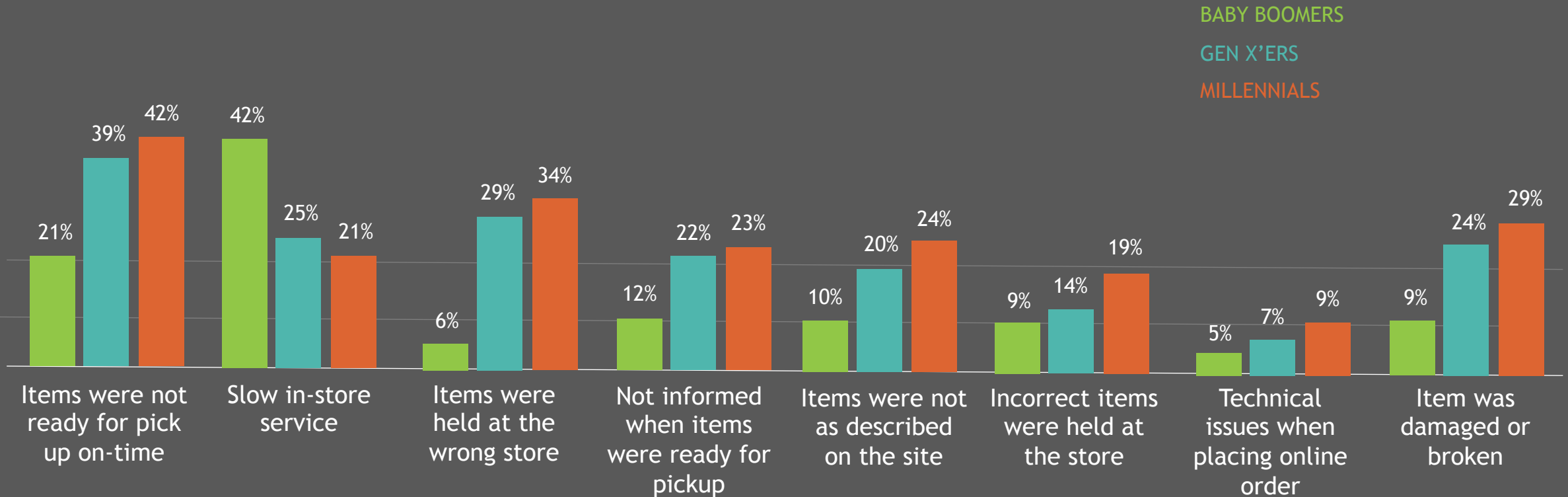
use BOPIS, and 23% plan to increase their use

Top Reasons for Picking Up Orders In-Store

What is the main reason that you have chosen to pick up an online order in a store?




Problems Customers Experienced Using BOPIS



STEP 2

Competitive Research





Competitive Analysis - BOPIS, ROPIS, BOSS

We looked at **52 retailers** who offered some type of alternative fulfillment option.

- **Chico's Competitors:** Soft Surroundings, JJill, Coldwater Creek, Talbot's, JC Penney, Macy's, Dillard's, Saks, Belk, Kohl's, Amazon
- **COTR Competitors:** Ann Taylor Factory, Loft Factory, Neiman Marcus Last Call, Saks Off Fifth, J.Crew Factory, Banana Republic Factory, Nordstrom Rack
- **WHBM Competitors:** Massimo Dutti, Ann Taylor, Banana Republic, Zara, Michael Kors, Old Navy, JC Penney, Kohl's, Target, J.Crew
- **Soma Competitors:** Lively, Aerie (AEO), Victoria Secret, Third Love, True & Co, Spanx, Sephora,
- **Other Non-Competitors:** Nordstrom, Anthropologie, Gap, Old Navy, Kate Spade, Lane Bryant, Rue 21, Under Armour, Walmart, Best Buy, Home Depot, Petco, Chewy, Crate & Barrel, HayNeedle, Apple, Starbucks, Michaels, Bed, Bath & Beyond, Dick's Sporting Goods

Competitive Analysis - BOPIS, ROPIS, BOSS

RETAILER	BOPIS	ROPIS	BOSS	FIS/Locate	SAME DAY PICKUP	NONE
CHICOS COMPETITOR SET						
Soft Surroundings						
JJILL						
Coldwater Creek						
Talbots						
JCP						
Macy's						
Dillard's						
Saks						
Belk						
Kohl's						
Amazon						
OTR COMPETITOR SET						
Ann Taylor Factory						
Loft Factory						
Neiman Marcus Last Call						
Saks Off Fifth						
JCREW Factory						
Banana Republic Factory						
Nordstrom Rack						
WHBM Competitor						
Massimo Dutti						
Ann Taylor						
Banana Republic						
Zara						
Michael Kors						
Target						
JCREW						
SOMA Competitor List						
Lively						
Aerie (AEO)						
Victoria's Secret						
Third Love						
True & Co						
Spanx						
Sephora						
OTHER NON-COMPETITOR SET						



BOPIS - Buy Online, Pickup in Store:

22 of 52 retailers have
7 do it well

ROPIS - Reserve Online, Pickup in Store:

5 of 52 retailers have
2 do it well

FIS/Locate - Find in Store:

15 of 52 retailers have
7 do it well

ROPIS - Reserve Online, Pickup in Store:

5 of 52 retailers have
2 do it well

Same Day Pickup:

15 of 52 retailers have
9 do it well



Competitive Analysis - BOPIS Deep Dive

Retailers reviewed (9)

- Ann Taylor
- Old Navy
- JC Penney
- Kohl's
- Nordstrom
- Walmart
- Target
- Home Depot
- Best Buy

Criteria for comparison

- **Online (Desktop + Mobile):** Homepage/Global Header, PLP/Grid, PDP, Cart, Checkout, Location Finder
- **Communication:** Emails, Text
- **In-Store:** Signage, Location, Receipts, Time, Ease

Priority of implementation

- Must Have (MH)
- Nice To Have (NTH)
- Exceeds Expectation (EE)

Competitive Analysis - BOPIS Deep Dive

In all, we analyzed **more than 60 BOPIS features**, for both desktop and mobile, to define a best-in class experience.

FEATURE	ANN TAYLOR	OLD NAVY	JC Penney	Kohl's	Nordstrom	Target	WALMART	Best Buy	HOME DEPOT
Homepage/Global Header - Desktop									
Ad for BOPIS	N	Y	N	Y	Y	Y	Food Only	Y	Y
Auto-detect Location	N	Y	N	Y	N	Y	Y	Y	Y
Auto- Selects nearest store	N	N	N	Y	N	Y	Y	Y	Y
Find A Store	N	N	Y	N	N	Y	Y	N	N
Homepage/ Global Header - Mobile									
Ad for BOPIS	N	Y	N	Y	Y	Y	Food Only	Y	Y
Auto-detect Location	N	Y	N	Y	Y	Y	Y	Y	Y
Auto- Selects nearest store	N	N	N	Y	N	Y	Y	Y	Y
Find A Store	N	N	Y	Y	Y (bad)	Y	Y	N	N
PLP Grid - Desktop									
Filter by Store Pickup	N	Y	Y	Y	Y	Y	Y	Y	Y
Filter by Same Day Pickup	N	N	Y	Y	Y	Y	Food Only	Y	Y
Filter by 1 Store	N	Y	Y	N	Y	Y	Y	Y	Y
Filter by Multiple Stores	N	N	Y	Y	N	N	N	N	Y
Availability on Product Cards	N	N	Y	Y	N	Y	Y	Y	Y
Can Change Store	Y	Y	Y	Y	Y	N	Y	Y	Y
Auto-detect Location	Y	Y	Y	Y	N	Y	Y	Y	Y
PLP Grid - Mobile									
Filter by Store Pickup	N	Y	Y	Y	Y	Y	Y	Y	Y
Filter by Same Day Pickup	N	N	Y	Y	Y	Y	Food Only	Y	Y
Filter by 1 Store	N	Y	Y	Y	Y	Y	Y	Y	Y
Filter by Multiple Stores	N	N	Y	N	N	N	N	N	N

“I don’t believe in luck, but I do believe in assigning value to things.”

- A Beautiful Mind

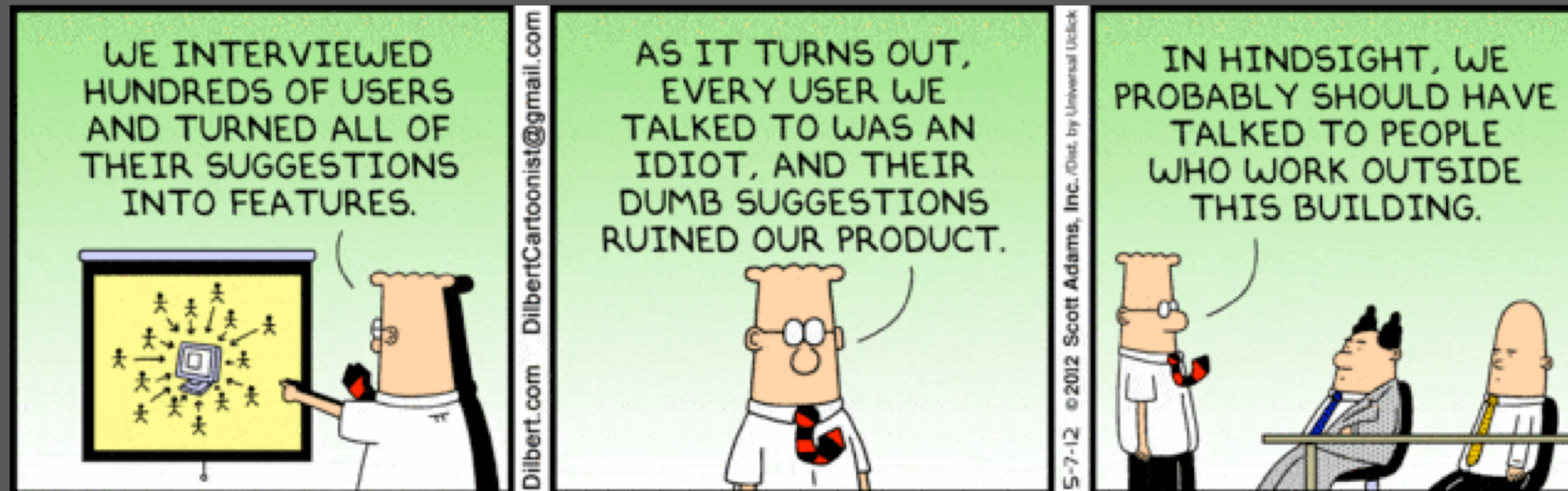


STEP 3

User Preference Testing



The False-Consensus Effect: We are not our customers





Test Overview

- Total Participants: 44
- Tests Types (Devices)
 - **Desktop** - 30 Participants
 - **Mobile** - 14 Participants
- Avg. Time Spent: 10+ min
- Demographic: Female
 - Age: 35+
 - **United States, Canada**
 - Household income: 40K+
 - Any Web Experience
 - Any Social Network Usage

Requirements (Screener Questions):

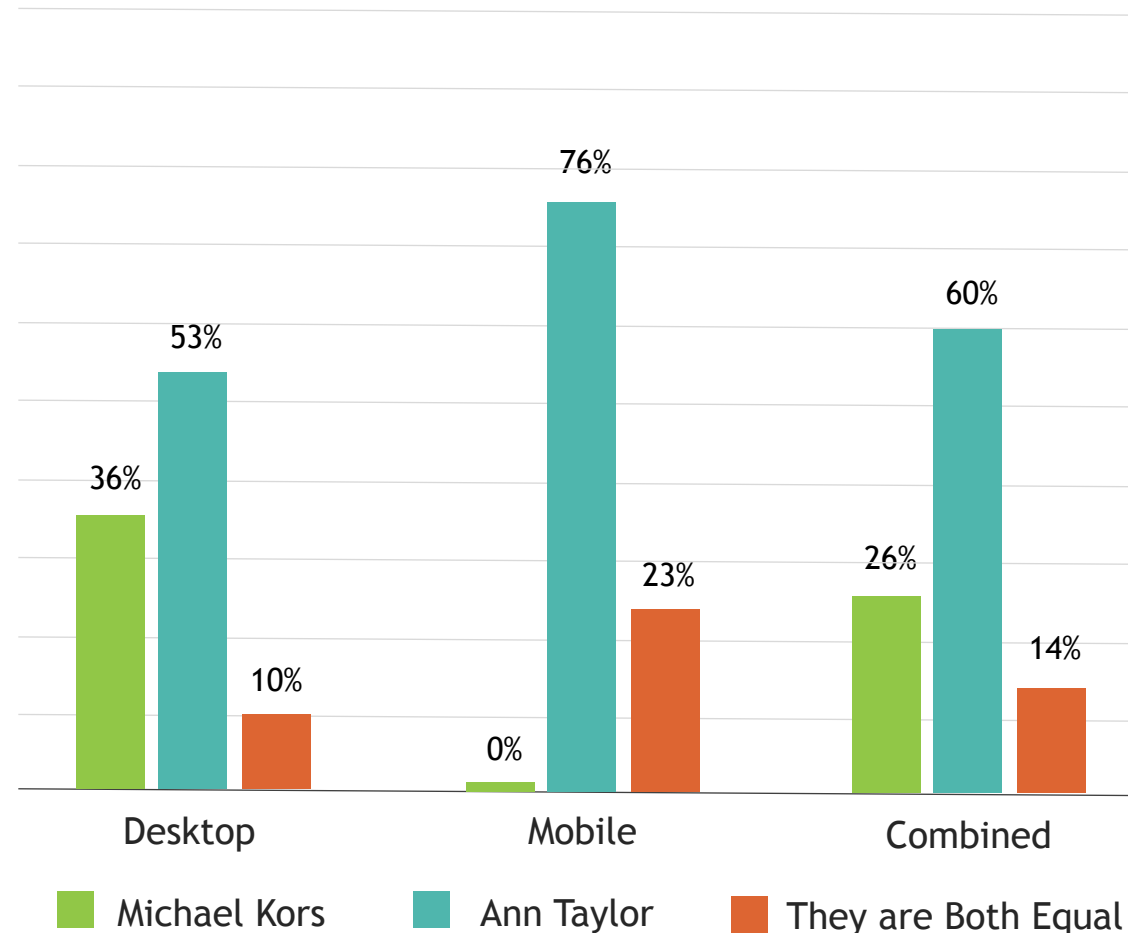
1. When was the last time you shopped online?

- Last 30 days, Last 60 days, Less than 6 months [Accept]
- More than 6 months, I don't shop online, None of the above [Reject]

2. I have shopped at the following:

- Chico's, Soma, White House Black Market [Must Select]
- Ann Taylor, JJill, Talbot's [May Select]
- I don't shop at any of these stores. [Reject]

Which "Buy Online, Pickup in Store" experience was **easier to use**?



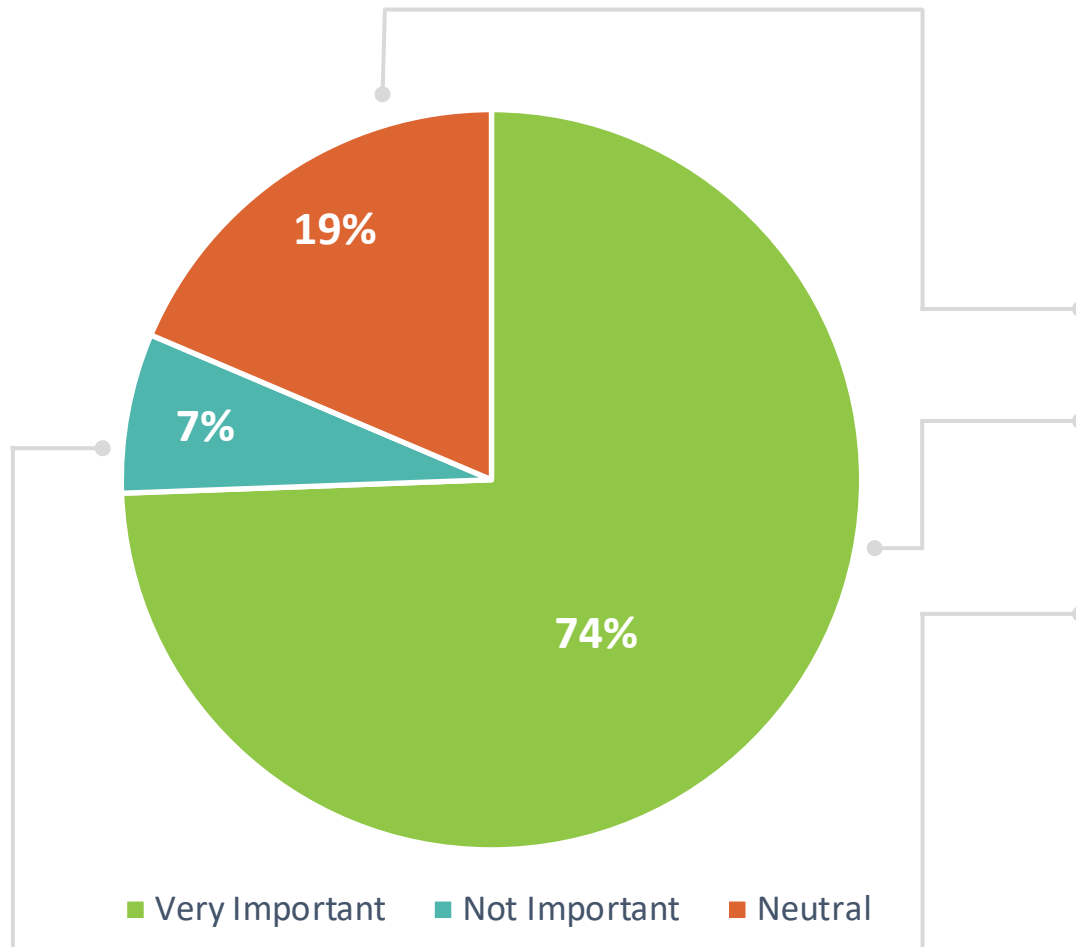
Key Insights

Mobile users overwhelmingly selected **Ann Taylor** as the experience that was easiest to use.

Desktop users found the brands were closer in experience, but with **Ann Taylor** slightly ahead.

We found a strong correlation between ease of use and overall satisfaction with mobile users.

How important is same day in-store pickup to you when shopping?

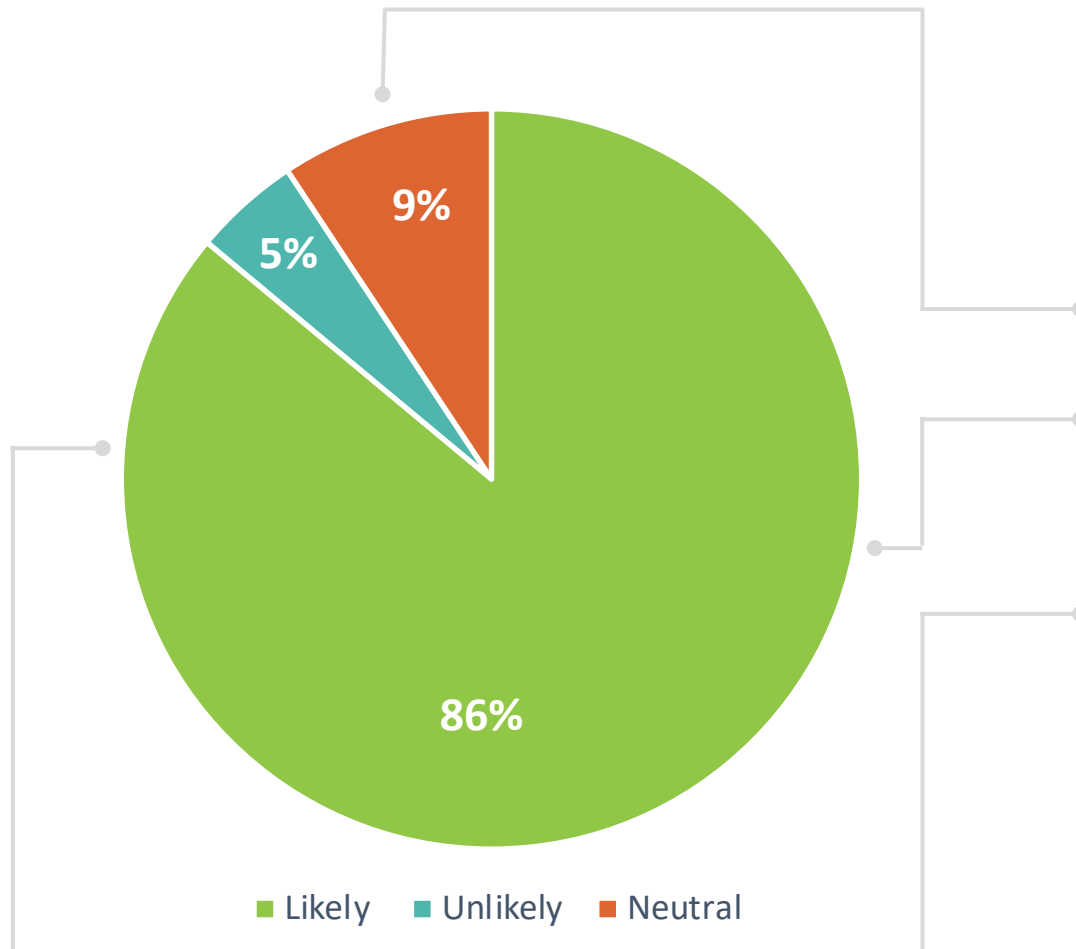


Key Insights

92% of Mobile users stated that BOPIS would is *very or somewhat important* to them.

67% of Desktop users stated that BOPIS would is *very or somewhat important* to them.

How likely would a "Buy Online, Pickup in Store" option **influence your decision** to buy an item?

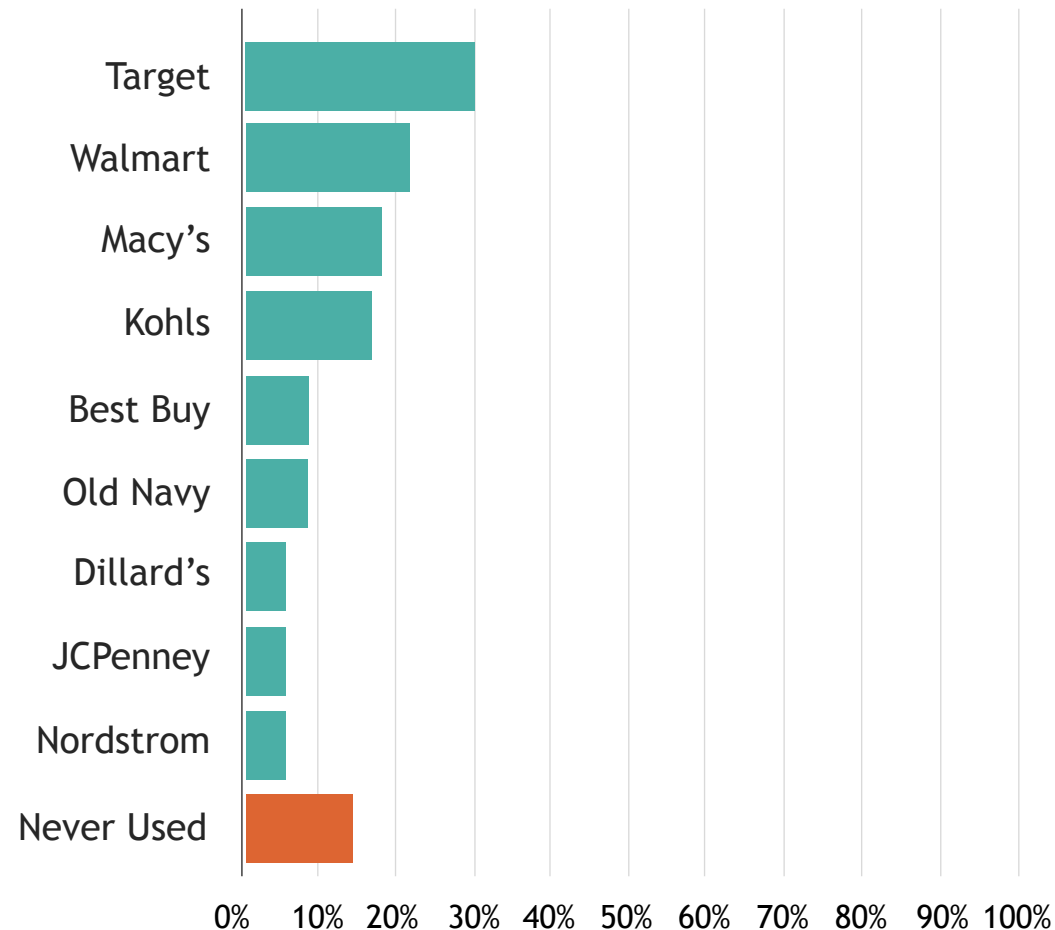


Key Insights

92% of Mobile users stated that BOPIS would *influence their decision to buy*.

83% of Desktop users stated that BOPIS would *influence their decision to buy*.

Have you **ever used "Buy Online, Pickup in Store"** as an alternative to ship to home or ship to store? And if so, with which retailers?



Key Insights

86% of all customers tested *have used* “buy online, pickup in store”.

30% of all customers tested *have used Target* for “buy online, pickup in store”.

Target is by far the top retail BOPIS experience of those tested.

What do you think of Ann Taylor?

Things I LIKE...



Pick up as early as today which I'm assuming that it would say something different if it wasn't ready... it's nice when we are in the last minute



I wanted to pick up in store I was able to type in my zip code and then it gave me the closest store to me that had the product available



This is pretty easy it showed me all the different locations that were available by my Denver Colorado. And It could show me which ones had the dress quite easily so that was great. I really like it!

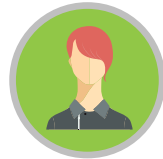
Things I DISLIKE...



It would have been nice to know if it was available first before I put it into my shopping bag.



When you're in on the first landing page with the actual product, it is not clear where you can do the pick up the store... you have to actually add item to your cart and be checking



I think it would be much more beneficial to put in your location first before you start shopping in that way would only show you items that were available in your search range versus finding something you I can be disappointed that you can't find it.

What do you think of Michael Kors?

Things I LIKE...



I really like the option to do pick up in store right from the item page itself... that's really what I'm looking for.



I did like that it was just a couple clicks right it was selecting my various options on that item selecting page. I.E. color and size and then choosing the option to pick up.



I like that it explained the pick up process...they mention about order at least three hours before a store closing and listing the details of the store including the phone number that was helpful.

Things I DISLIKE...



In order to edit or change the store I wanted to pick up in, I had to actually go back in to where I had put the dress in my bag in the first place and choose another store. I was not able to edit that and make that change within the shopping bag.



Definitely did not like that I couldn't change the store location easily change it and that I would have to start all over again next.



I definitely do not like the fact that it did not show me that there was a definite probability of the items being in my store... it just said limited availability and then all the other stores so that it was out of stock.

If you could change anything, what would you change?



I would like an option to pick up and buy in store from the item page



When I'm looking at dresses on the landing page, I would like to toggle up in the top right hand corner items available for pick up



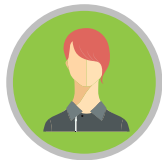
The only thing that would change is that the radio button to pick up in the store is bigger and I can see it easier didn't stand out to me



Add a note that says more information on delivery and you know delivery options can be found at checkout



The ship to me or pick up and start option would be on the same pages where you pick your color and your size. I would make all those choices from the beginning and then add to the bag.



I think it would be much more beneficial to put in your location first before you start shopping in that way would only show you items that were available in your search range versus finding something you I can be disappointed that you can't find it.

Understanding Customer Expectations

*Expectations are important as they help to inform what the **value** - or take away of an experience - means to the customer.*



Implicit Expectations -

Set by cultural norms, industry norms, competitive norms, word of mouth, etc.



Explicit Expectations -

Set by marketing...what we tell the customer that they can expect from us.

STEP 4

Define the Requirements



“I need to believe that something extraordinary is possible.”

- *A Beautiful Mind*



B1.3	ATG	Allow customer to search for stores by zip code, city/state, or “Use Current Location” to find store inventory.
B1.4	ATG	Allow customer to set preferred store. Preferred store should be pre-populated in check out and the customer should have the ability to select a new location if inventory is not available for BOPIS. (guest users can enter zip code)



CX/UX Requirements

The CX requirements were shaped from the market, competitive and customer research collected by the CX/UX team and aligned to the overall business goals and project timeline.

As one of the 11 cross-functional teams who contributed to the final requirements, we helped to shape the end-to-end BOPIS experience by looking at it through a customer lens.



The 4 Parts of a CX Strategy

1. **Vision**
2. **Who** (*intended customers*)
3. **How** (*critical differentiator*)
4. **Metrics** (*KPIs for gauging success*)

The CX Strategy plugs into the “how” by setting the vision for customer experience and defining the set of goals and actions needed to drive business results.



CX MVP Recommendations

- ▶ Have some type of ad for “Buy Online, Pickup in Store” on our homepages
- ▶ Use auto-detection for location using IP address to automatically detect the nearest store
- ▶ Display inventory availability on the PDP by default (don’t force her to navigate away to see availability)
- ▶ Allow user to change location and see inventory availability in all stores within an extended radius of default store
- ▶ Allow customer a toggle to switch all items in cart to default pickup location or ship to home
- ▶ Allow the customer to add multi-store pickup in the cart/checkout (Don’t force to one location)
- ▶ Allow the customer to have split cart (both pickup and ship to home in cart/checkout)
- ▶ Allow customer to select alternate person to pick an order
- ▶ Send concise pickup status that includes instructions of where to pickup in store and what to bring
- ▶ To avoid fraud, require driver’s license/ID and the order number for pick up
- ▶ Utilize store signage to help with pickup wayfinding
- ▶ When possible, offer designated parking for pickup orders
- ▶ Add a “packaged by” card/slip with associate contact information to each order to humanize experience.



CX Future State Recommendations

- ▶ Display default store on global header with link to change
- ▶ Store “my store” setting in account profile if registered user.
- ▶ Show both ship and pickup orders in the order history for registered users
- ▶ Offer filtering of SKU-level inventory at the PLP/grid with the ability to change the set store and add other stores within an extended radius to filter (requires a default size)
- ▶ Display pickup availability in the product card on the PLP/grid pages and allow filtering
- ▶ Find in store is rarely used when BOPIS is presented with SKU-level inventory by store. We should reinvestigate the requirement of keeping Find in Store
- ▶ Allow customer to select text messaging or email for order status notifications
- ▶ Allow the customer to select additional services during pickup, such as a styling session, bra fitting, etc...to increase upsell opportunities
- ▶ Send a post-pickup incentive email to bring her back into the store (\$10 off next purchase, etc...)
- ▶ Allow customers to have a self-serve pickup option
- ▶ Integrate BOPIS into customer app with confirmation sent to the customer’s phone with a QR code that can be scanned at the store for pickup
- ▶ Curbside service with a scanner that announces to the store that a customer is there for an online order pickup. The customer wouldn’t need to go into the store at all.

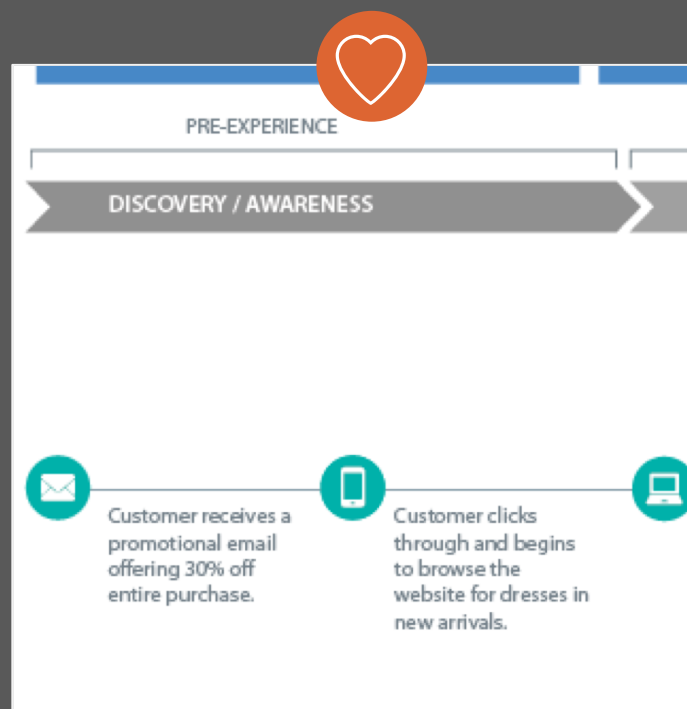
STEP 5

The Chico's FAS Experience




“A profile, a look, a voice, can capture a heart in no time at all.”

- *A Beautiful Mind*



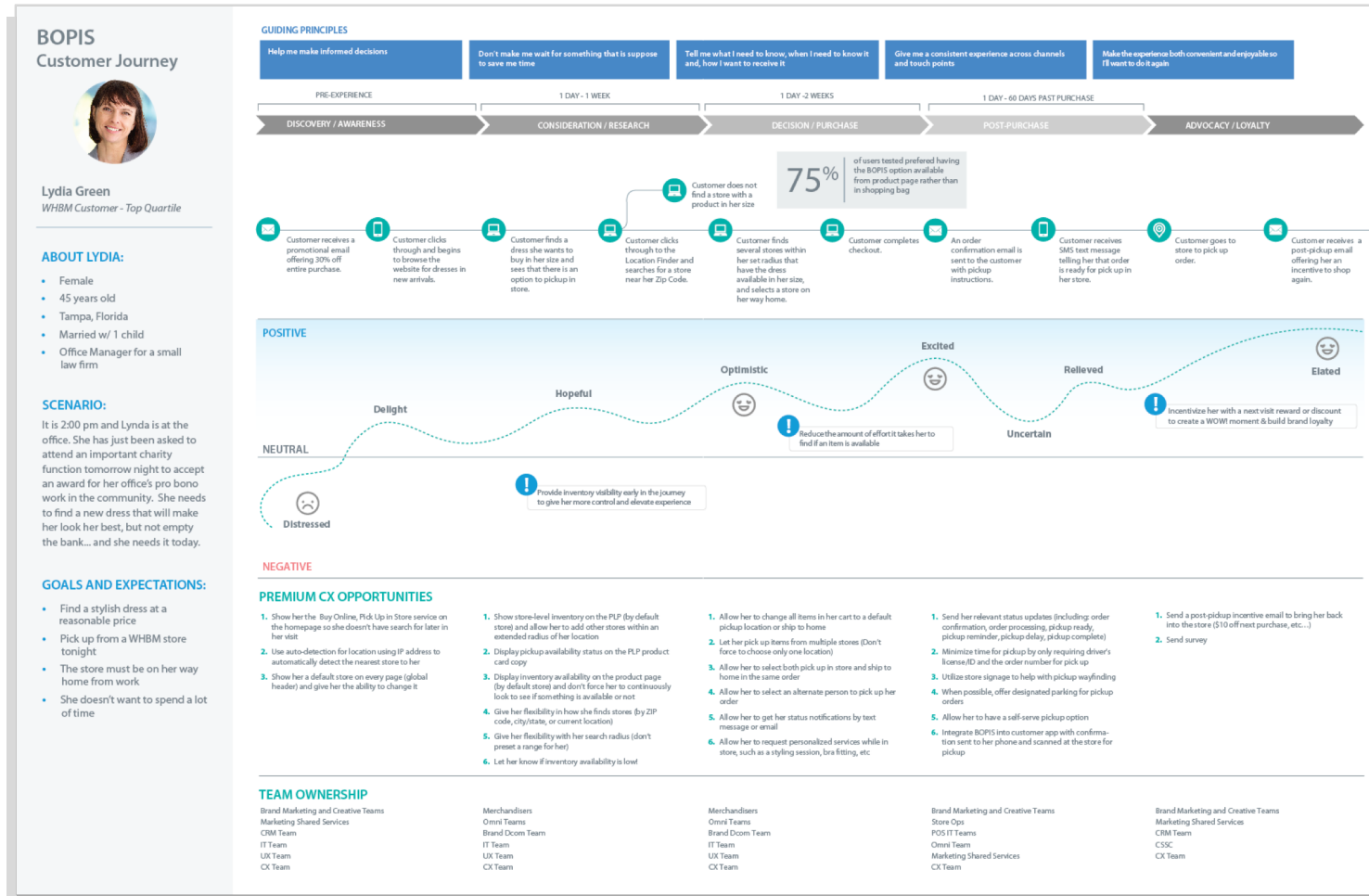
BUY ONLINE & PICK UP IN STORE

Enter City or Zip Code* **SEARCH**

 **USE MY LOCATION**

Please select a size and enter your zip code, city or state to see pick up in store availability.

LEARN MORE

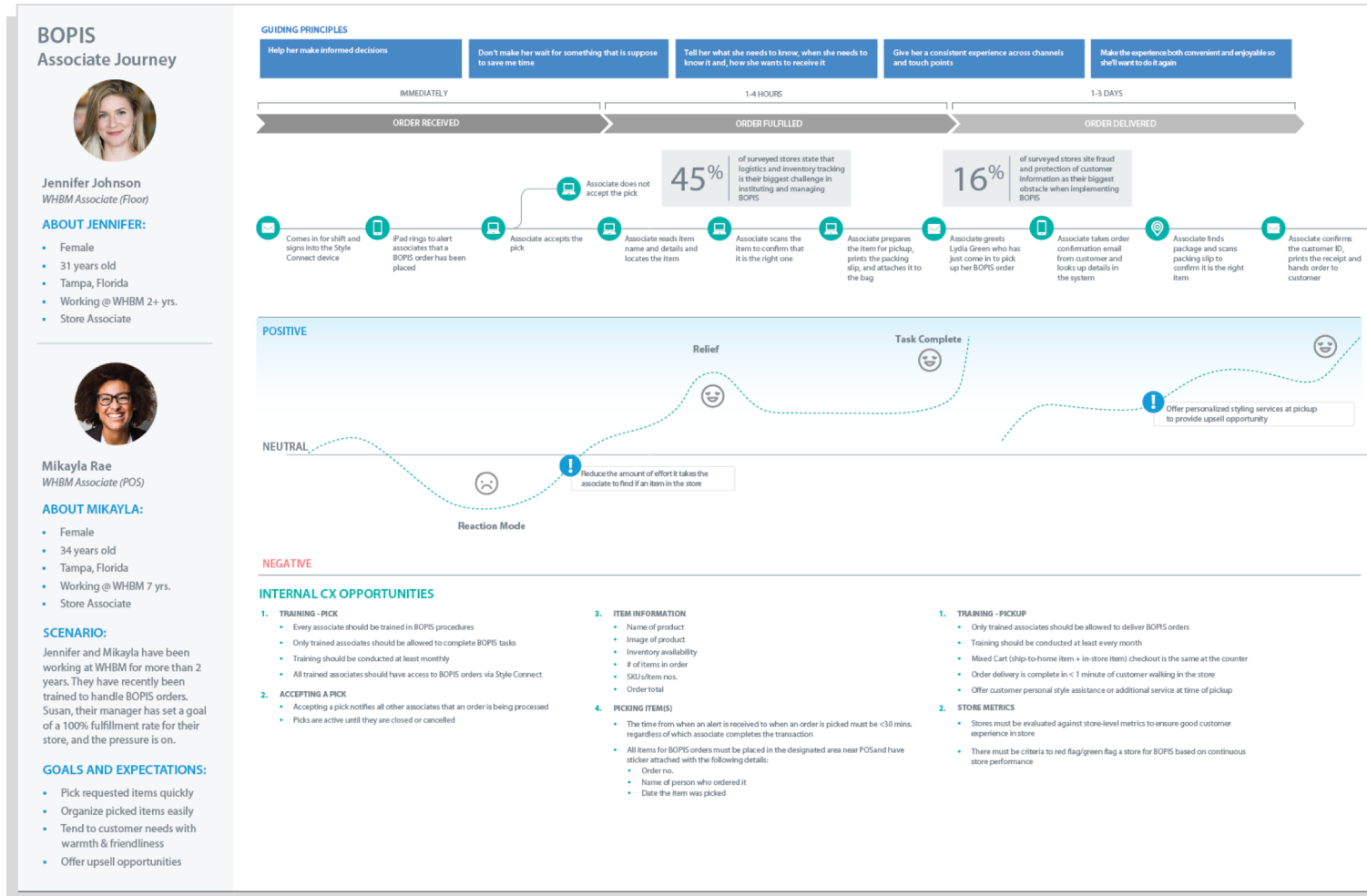


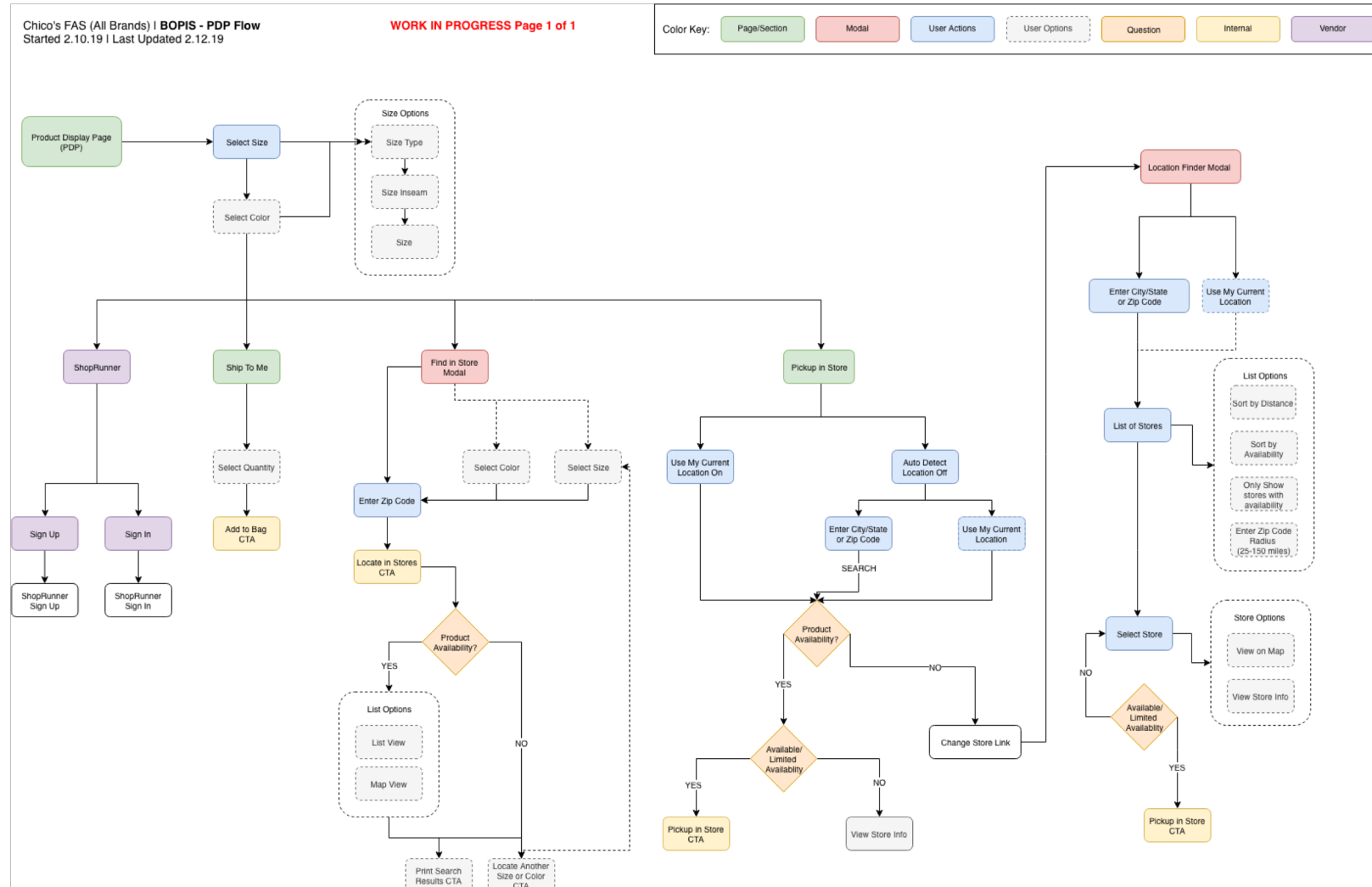
BOPIS Customer Journey

The BOPIS Customer Journey Map shows the “ideal” or “happy” path of a typical White House Black Market customer.

By taking into consideration her emotional mindset, goals and expectations, we have identified 3 moments of truth:

- Real-time visibility of inventory while browsing & buying
- Clear & timely communication
- Elevating the pickup experience by providing MAPS extras

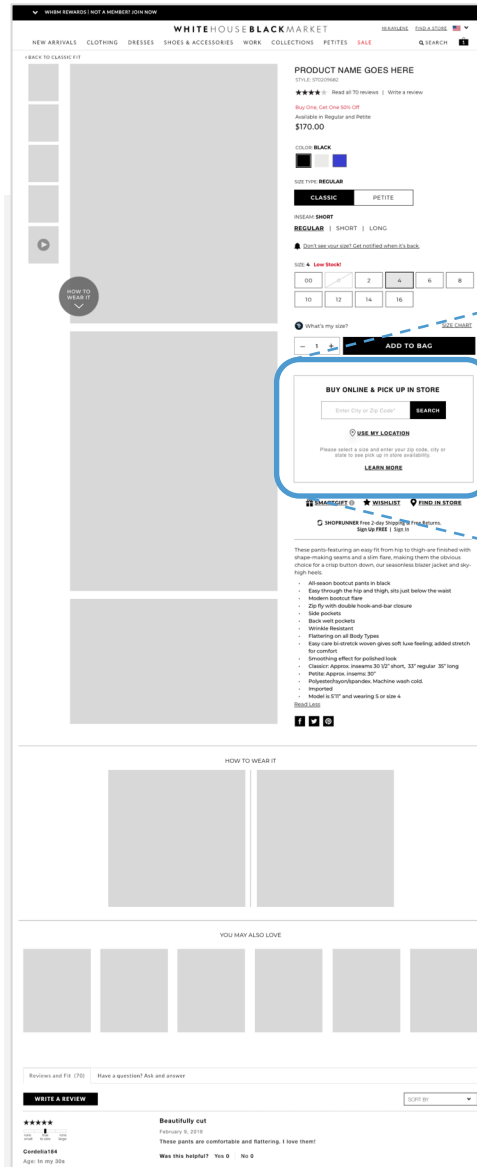




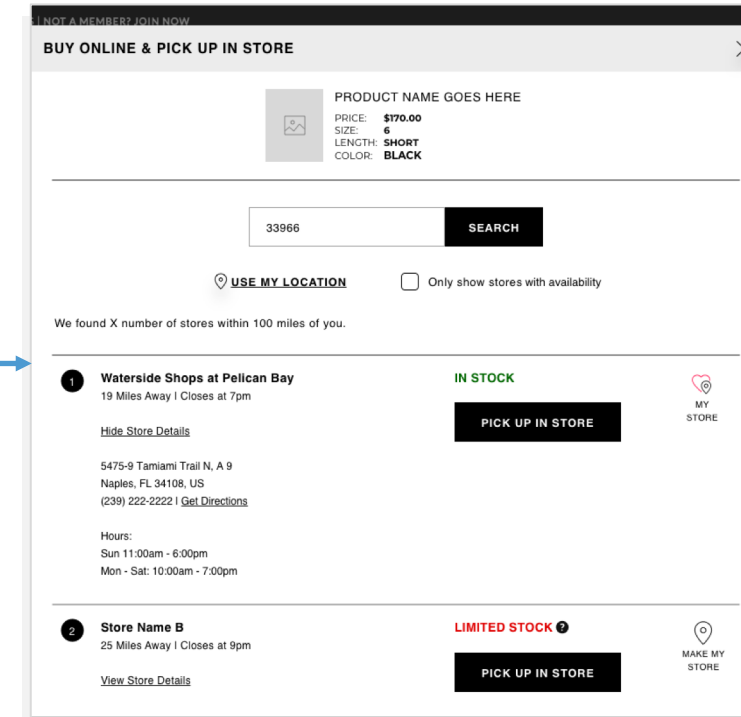
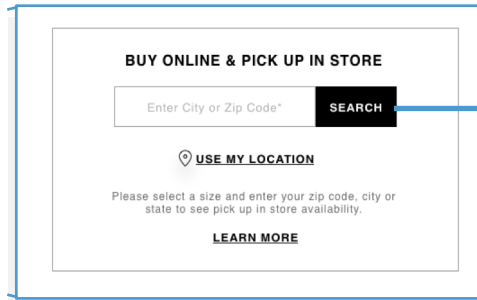
Process Flow Diagrams

Process Flow diagrams were created to illustrate the separate steps of the BOPIS process in sequential order.

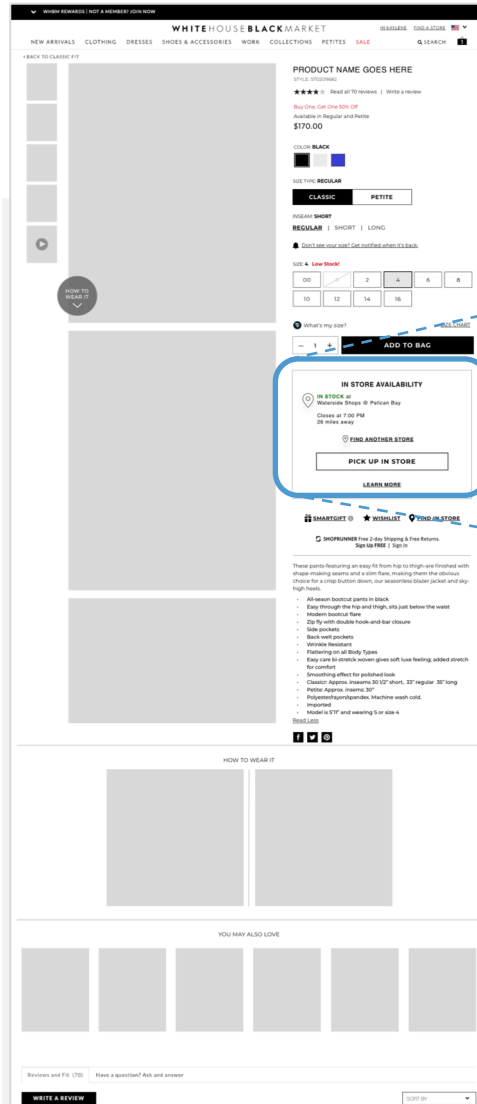
These charts helps designers and developers understand at a high-level the screen flow and decision points that define the product.



If no store has been previously selected during the session, the customer will be prompted to search for a store near them by City/State or ZIP Code or by their current location.

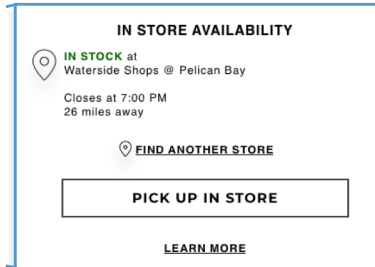


This triggers the “Store Finder” modal that displays stores, with inventory status, within a 100 miles radius from the ZIP Code. Customers can sort stores by distance or availability, and save a store as their favorite store.

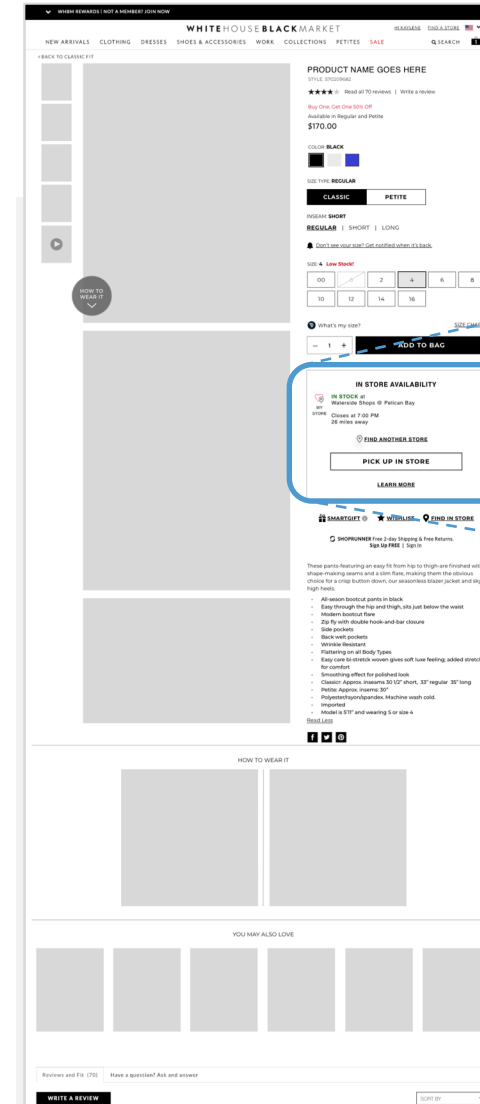


Guest User:

When a store is selected, it will continue to show up as the customer's default store for that session.

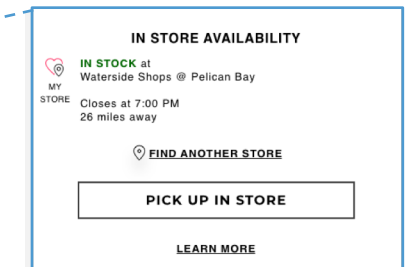


The store can be changed for each item added to cart, with multiple pickup locations possible for checkout.



Registered User:

When the registered customer selects a store it will display with a “My Store” icon. This store will be saved as her default in her account settings for future sessions.






1 No Store Selected Item Sold in Stores

BUY ONLINE & PICK UP IN STORE

Enter City or Zip Code* **SEARCH**

 [USE MY LOCATION](#)


Please select a size and enter your zip code, city or state to see pick up in store availability.

[LEARN MORE](#)

2 No Store Selected Item NOT Sold in Stores

BUY ONLINE & PICK UP IN STORE

Enter City or Zip Code* **SEARCH**


 [USE MY LOCATION](#)

Please select a size and enter your zip code, city or state to see pick up in store availability.


[LEARN MORE](#)

3 Store Selected Item Sold in Stores # and product available

IN STORE AVAILABILITY

 **IN STOCK** at
Waterside Shops @ Pelican Bay

MY STORE
Closes at 7:00 PM
26 miles away


 [FIND ANOTHER STORE](#)

PICK UP IN STORE


[LEARN MORE](#)

4 Store Selected Item Sold in Stores OOS

IN STORE AVAILABILITY

 **OUT OF STOCK** at
Waterside Shops @ Pelican Bay


Closes at 7:00 PM
26 miles away

 [FIND ANOTHER STORE](#)


[LEARN MORE](#)

5 Store Selected Item Sold in Stores # - # product available

IN STORE AVAILABILITY

 **LIMITED STOCK** at
Waterside Shops @ Pelican Bay

Closes at 7:00 PM
26 miles away


 [FIND ANOTHER STORE](#)

PICK UP IN STORE


[LEARN MORE](#)

6 Store Selected Item Sold in Stores NOT Sold in Selected Store

IN STORE AVAILABILITY

 **OUT OF STOCK** at
Waterside Shops @ Pelican Bay

Closes at 7:00 PM
26 miles away

 [FIND ANOTHER STORE](#)


[LEARN MORE](#)

Not Available @ Store name
Find Another Store

7 No Store Selected Item Sold in Stores No Store Near ZIP

BUY ONLINE & PICK UP IN STORE

Enter City or Zip Code* **SEARCH**

 [USE MY LOCATION](#)

Please select a size and enter your zip code, city or state to see pick up in store availability.

[LEARN MORE](#)

8 Store Selected Item Sold in Stores No Store Near ZIP

Sorry, the ZIP Code entered
is either invalid or there are
no stores near this location.

9 No Store Selected Exclusion

This item is not sold in
stores.

10 Store Selected Exclusion

This item is not sold in
stores.

11 No Store Selected Item Sold in Stores NOT available for BOPIS

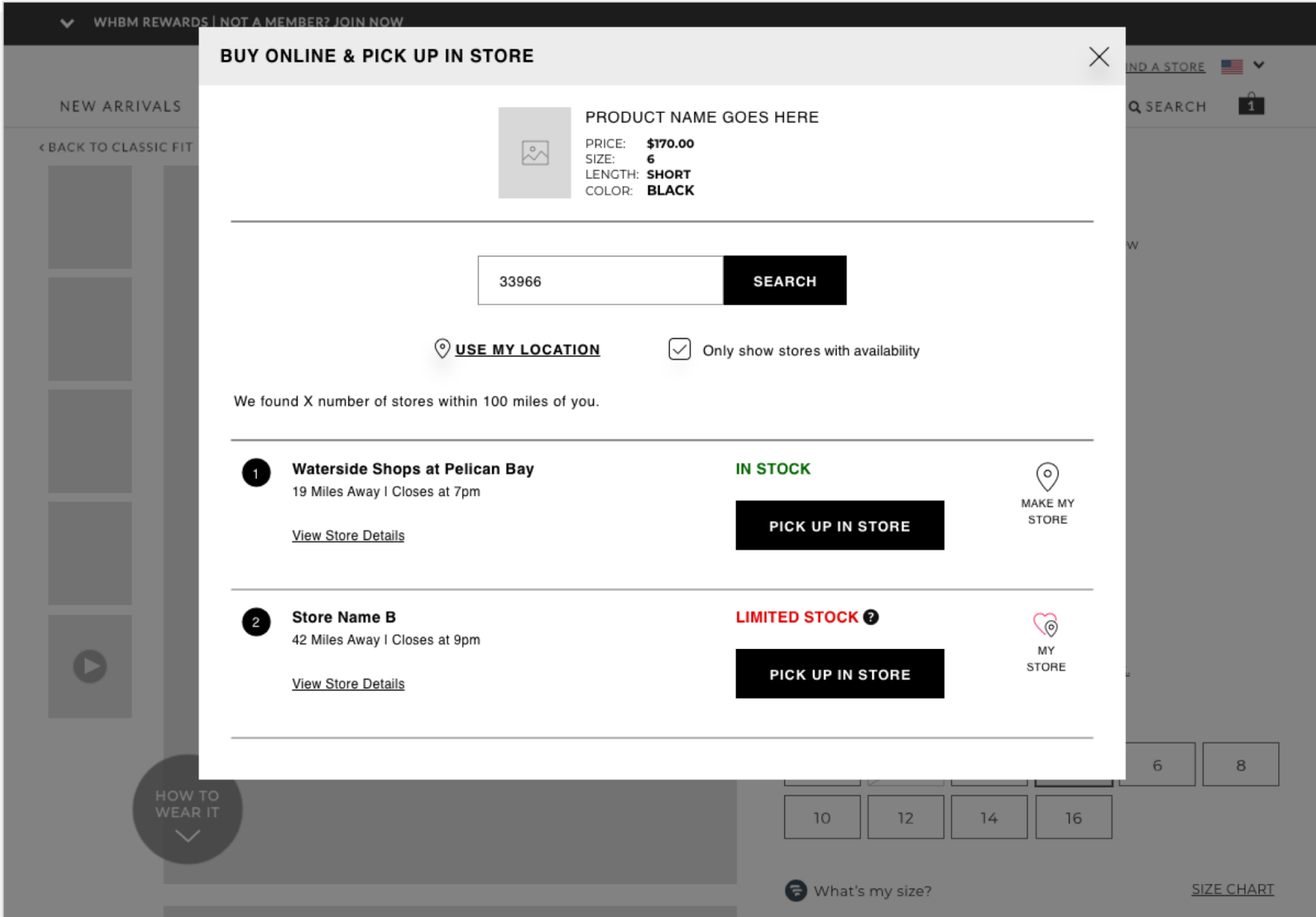
Pickup is not available.
Find Another Store

12 Store Selected Item Sold in Stores NOT available for BOPIS

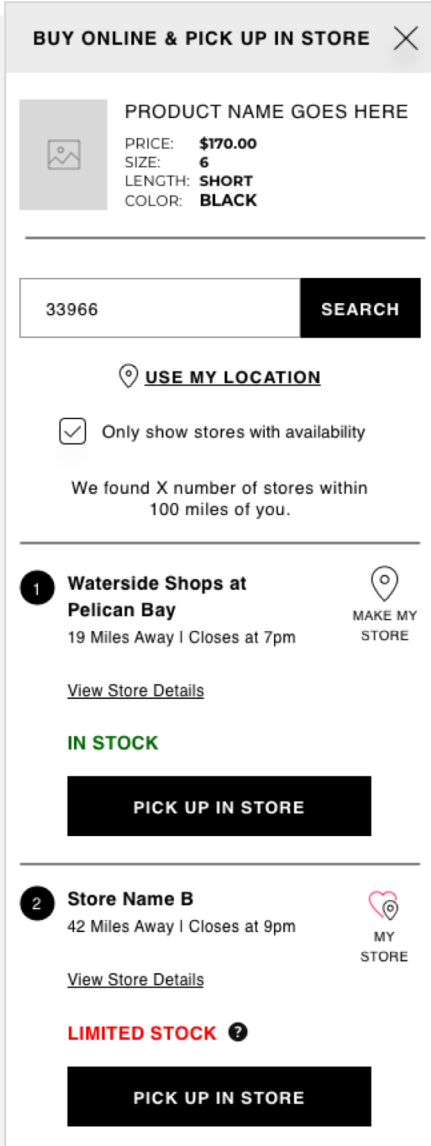
Pickup is not available.
In Stock/Low Stock
Name of store selected

Find Another Store

Desktop

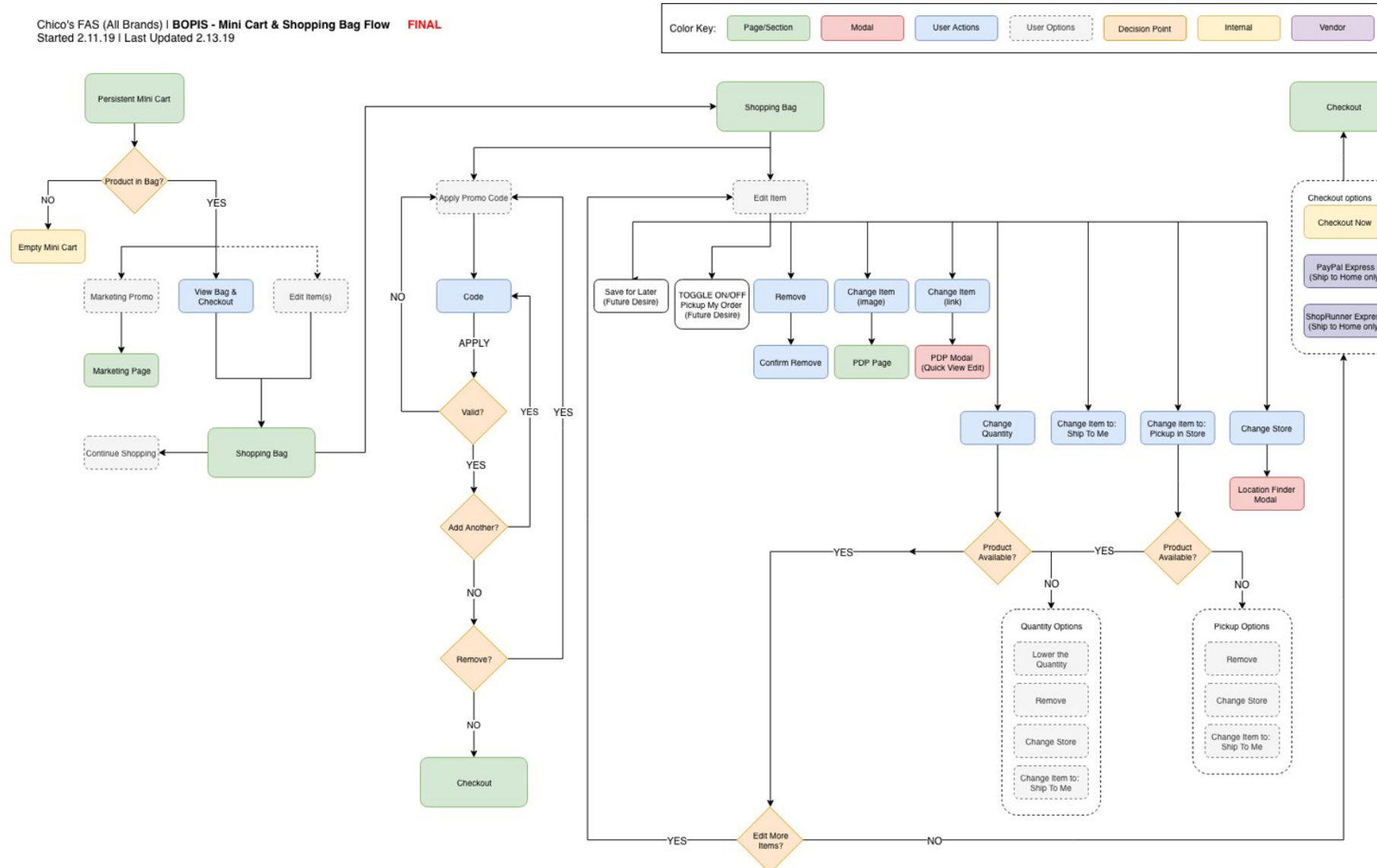


Mobile



Shopping Bag - Flow Diagram

Chico's FAS (All Brands) | BOPIS - Mini Cart & Shopping Bag Flow **FINAL**
Started 2.11.19 | Last Updated 2.13.19



Desktop

30% OFF SALE STYLES

WHITEHOUSEBLACKMARKET
SIGN IN REGISTER FIND A STORE

NEW ARRIVALS CLOTHING DRESSES SHOES & ACCESSORIES WORK COLLECTIONS PETITES SALE

Q SEARCH

CONTINUE SHOPPING

YOUR SHOPPING BAG
Print Email

YOUR ITEM(S)	PRICE	QTY:	SUBTOTAL
<div> <div></div> <div> REALLY LONG PRODUCT NAME GOES HERE STYLE: 570000000 SKU: 451000000000 COLOR: BLACK SIZE: 8 LENGTH: REGULAR </div> <div> Change Remove </div> </div>	\$80.00	2	\$160.60
<div> <div></div> <div> REALLY LONG PRODUCT NAME GOES HERE STYLE: 570000000 SKU: 451000000000 COLOR: BLUE SIZE: M </div> <div> Change Remove </div> </div>	\$53.40	1	\$53.40

☐ Ship To Address

☒ FREE – Pick Up in Store
Store Name B goes here
Change Store

☐ Ship To Address

☒ FREE – Pick Up in Store
Store Name A goes here
Change Store

ORDER SUMMARY

Subtotal \$268.60
Est. Tax \$2.40
(Based on 33966)
 Enter ZIP Code
We'll show you updated estimated delivery & tax for your area.

Have A Promo Code?

Est. Total \$281.00

JOIN US IN SUPPORT
Together we can make a difference.
100% of the donations received will be donated.

WANT IT FASTER?

Order now with Shoprunner and get it by
Day, Month XX with
FREE 2-Day Shipping
Sign Up Free | Sign In

Mobile

Verizon LTE 6:03 PM 87%

whitehouseblackmarket.com

SMARTGIFT: VALENTINE'S DAY SHOPPING M...

WHITEHOUSEBLACKMARKET

MENU STORES SEARCH BAG

CONTINUE SHOPPING

YOUR SHOPPING BAG
Print Email

YOUR ITEM(S)

REALLY LONG PRODUCT NAME GOES HERE
STYLE: 570000000
SKU: 451000000000
COLOR: BLACK
SIZE: 8
LENGTH: REGULAR
PRICE: \$80.00

Change Remove

☒ Ship To Address

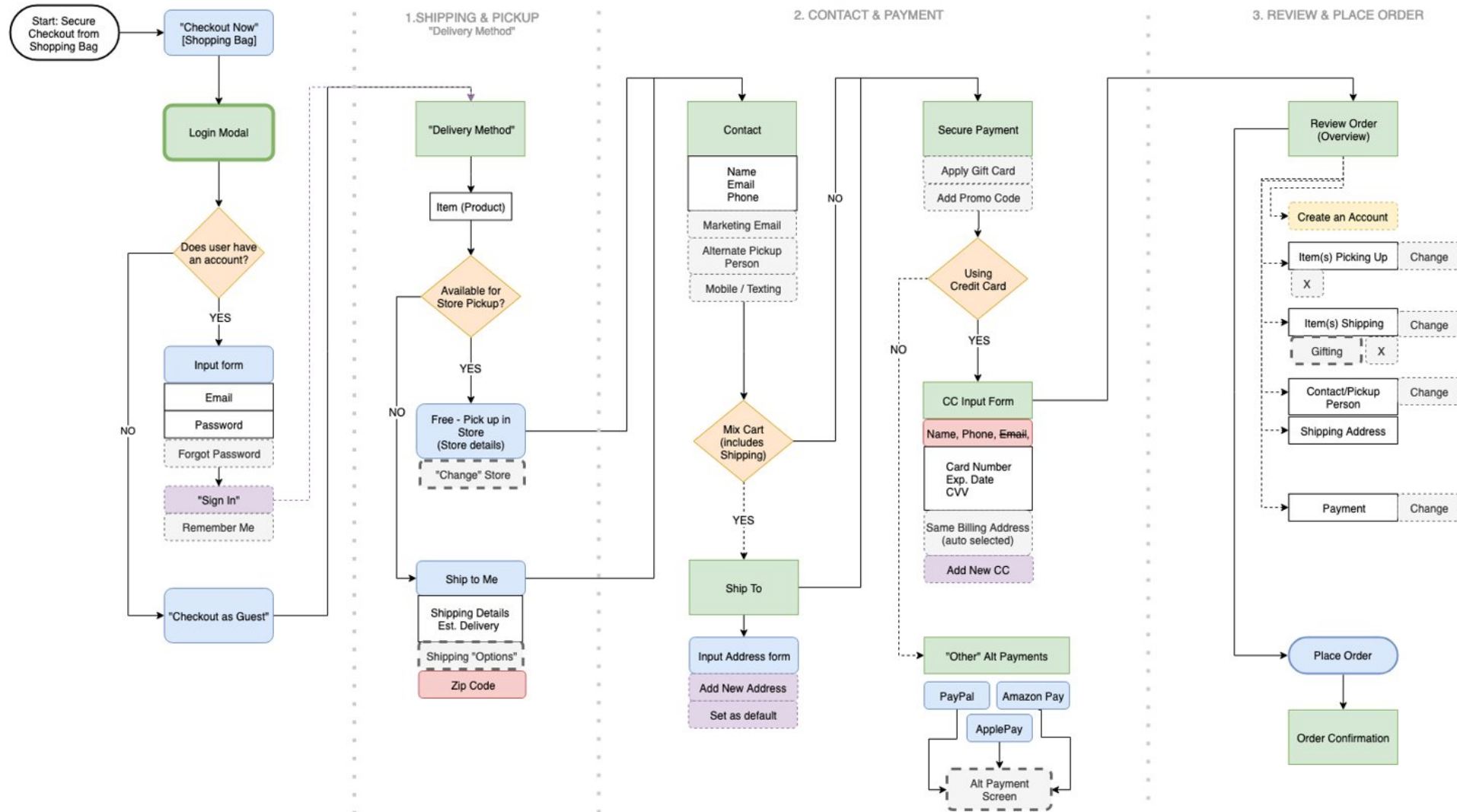
☒ Pick Up in Store Unavailable
Store Name A goes here
Change Store

This item is no longer available in the store you have selected. Please select a different store or ship it instead.

Checkout - Flow Diagram

Chico's FAS (ALL Brand) | BOPIS - Checkout Flow - Happy Path
Last Updated 3.6.19

Status: Final



What's New?

STEP 1

In the **Shipping & Pickup** section of checkout, the customer can

- Change the fulfillment option
- Change the pickup store

STEP 2

In the **Contact and Payment** section of checkout, the customer can

- Add pickup information
- Add alternative pickup person

STEP 3

In the **Review Order** section of checkout, the customer has the ability to review their selected fulfillment option, including:

- Number of pickup items
- Pickup location & store information
- Number of ship-to items
- Estimated day of arrival
- Shipping type/speed
- Shipping address

1

2

3

Shipping & Pickup

ORDER SUMMARY ^

Subtotal	\$223.00
Shipping & Handling	\$6.00
Sales Tax	\$10.10
(Based on 33966)	

Have a promo code? +

Est. Total \$239.10

1. SHIPPING & PICKUP 4 items


Floral-Print Strapless Flounce Sheath Dress

COLOR: FLORAL

SIZE: 8

PRICE: \$80.00

QTY: 2



[Change](#)
[Remove](#)

☒

FREE - Pick Up in Store

Bell Tower Shops ?

Change Store

☐

Standard Shipping

Est. Arrival: January 1 - 5 ?

Get it Faster

✓

2

3

Contact & Payment

ORDER SUMMARY v

Est. Total \$239.10

2. CONTACT & PAYMENT

Picking up: We will send you an email when your order is ready. Bring a valid ID such as driver's license or passport.

First Name

Last Name

Email ?

☒ Yes, send me discount offers, updates on new arrivals and special events.

Our Privacy Policy:

Add alternate pickup person +

Shipping Address

Country

United States v

Street Address

✓

✓

3

Review Order

ORDER SUMMARY v

Est. Total \$239.10

3. REVIEW ORDER [Change](#)

Picking Up ? 1 Item

Bell Tower Shops

19 Miles Away | Closes at 7pm

5475-9 Tamiami Trail N, A 9

Naples, FL 34108, US

(239) 222-2222

Hours:

Sun 11:00am - 6:00pm

Mon - Sat: 10:00am - 7:00pm

Floral-Print Strapless Flounce Sheath Dress

Color: Floral, Size: 8,

Price: \$80.00, QTY: 2

\$160.00

Shipping 2 Items

Standard Shipping

Est. Arrival: January 1 - 5

I am buying a gift

48



Glossary of Terms

BOPIS: Buy online, pickup in-store is a retail strategy where products are purchased online and then picked up in the store rather than shipped to the customer.

ROPIS: Buy online, reserve in store is a retail strategy where products are reserved online and then tried on and purchased up in the store.

BOSS: Buy online, ship to store is a retail strategy where products are purchased online and then shipped to the store rather than shipped to the customer.

BORIS: Buy online, return in-store is a retail strategy where products are purchased online and then returned to the store rather than shipped to the distribution center.

OMNICHANNEL: Also spelled omni-channel -- it is a cross-channel approach to sales and marketing that seeks to provide customers with a seamless shopping experience, whether they're shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store.

ATG: The server that hosts our brand websites and their processes

DOM: The system that handles inventory management for retail stores and DC

DC: Winder Distribution Center (Warehouse)



Other Documents

Competitive Analysis - Macro & Micro Feature Matrix (Excel):

<https://chicosfas.sharepoint.com/:x:/s/CXTeam/Eei0UsaXNG9AoOxBy6G1h4ABqVjwsPaihsk6-TkostAjGA?e=G2LsYc>

Customer Journey Map (PDF):

<https://chicosfas.sharepoint.com/:b:/s/CXTeam/ESyNp3ph869AkENxqjo0x6wBS2fJ8640-z14SMO7UC3fEg?e=X3cmHj>

Associate Journey Map (PDF):

https://chicosfas.sharepoint.com/:b:/s/CXTeam/EZLls_wogUdNuNxxgZoqu8WoBHFjCxA7wQjiVODKgP6hsxQ?e=jvVHm9

UX High Level Functionality Overview Deck:

https://chicosfas.sharepoint.com/:p:/s/CXTeam/Eat-hL_2sAlApPwgdjHumU8BXPIjXZyDwC_EMj08EsDtrw?e=oq2wBP



Thank you.



Appendix



THE DEEP DIVE

Competitive Research





Forrester Recommendations

- Prioritize Inventory Accuracy
- Choose the right assortment for store pickup (Very few retailers offer every item for store pickup)
- Market in-store pickup as the ideal solution for time-starved, value-seeking customers
- Incentivize customers to add items to in-store pickup orders
- Deliberately plan your pickup area design, location, and flow



FORRESTER®

“Each time a customer is exposed to an improved shopping experience, their shopping expectations are reset to a new, higher level.”

Homepage/Global Header

Best-in-class: Target
Good Implementation: Kohl's & Home Depot

FEATURE	ANN TAYLOR	OLD NAVY	JC Penney	Kohl's	Nordstrom	Target	WALMART	Best Buy	HOME DEPOT
Homepage/Global Header - Desktop									
Ad for BOPIS	N	Y	N	Y	Y	Y	Food Only	Y	Y
Auto-detect Location	N	Y	N	Y	N	Y	Y	Y	Y
Auto- Selects nearest store	N	N	N	Y	N	Y	Y	Y	Y
Find A Store	N	N	Y	N	N	Y	Y	N	N
Homepage/ Global Header - Mobile									
Ad for BOPIS	N	Y	N	Y	Y	Y	Food Only	Y	Y
Auto-detect Location	N	Y	N	Y	Y	Y	Y	Y	Y
Auto- Selects nearest store	N	N	N	Y	N	Y	Y	Y	Y
Find A Store	N	N	Y	Y	Y (bad)	Y	Y	N	N

Key Insights...

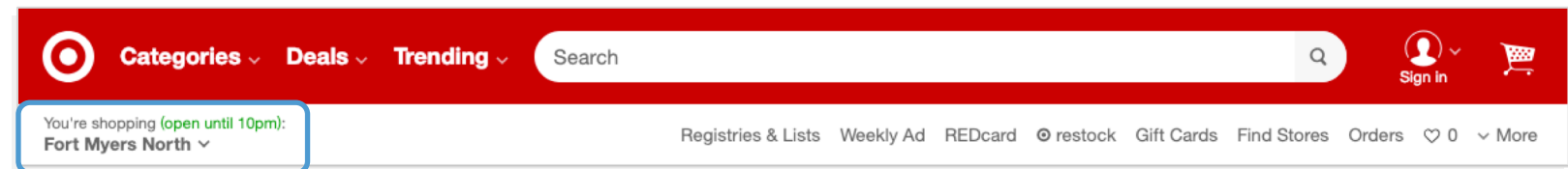
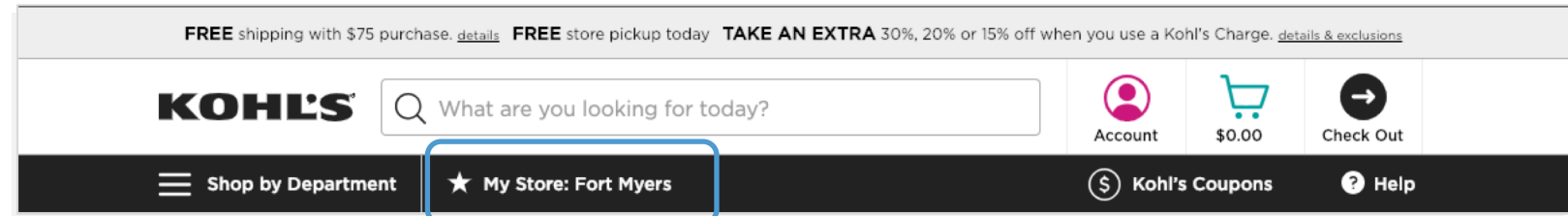
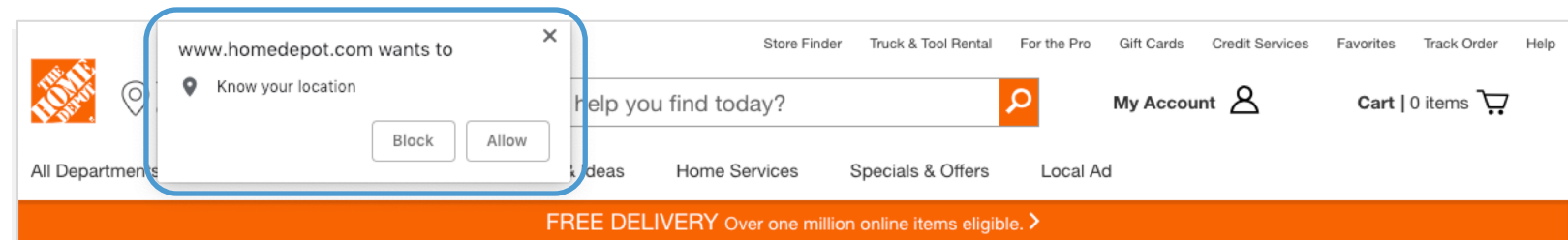
- **Ad for BOPIS:** 7/9 retailers have an ad for “Buy Online, Pickup in Store” on their homepage
- **Auto-detect:** 6/9 retailers use auto-detection for location, while 5/9 automatically detect the nearest store using IP address
- **Find a Store:** 3/9 retailers have “Find a Store” feature

Homepage/Global Header Examples

Geolocation:

Many retailers use a geolocation API that asks the customer for permission to track their location.

Other retailers are automatically displaying a default store location to the customer using their IP address.





Homepage BOPIS Ad Examples

Marketing BOPIS:

When reviewing U.S. websites, only 38.5% of BOPIS-capable retailers promote it. What a missed opportunity.


So easy. So fast. So Target.
Discover all the ways to get your Target Run done.

same day delivery
Shipped by  SHIPT




From fresh & frozen food to everyday essentials, get the store to your door today.

order pickup



For free & easy pickup, order ahead and have it waiting for you at the store.

free 2-day ship



On hundreds of thousands of items when you spend \$35 or use your REDcard.

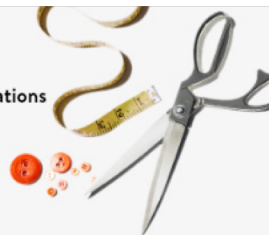
 Get it in **2 HOURS OR LESS** when you buy online with free store pickup. [details](#)

  **THE KOHL'S GIFT CARD**
It's always the perfect gift!

Buy Online &
Pick Up in Store
[Learn More](#)



Onsite Alterations
[Learn More](#)



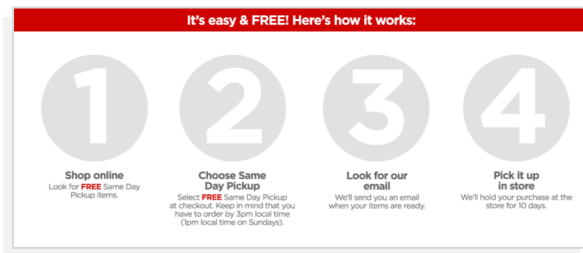
Gift Scouts
[Learn More](#)



The Nordy Club
[Apply Now](#)



It's important to let customers know upfront they can come into the store, bypass the lines and touch and feel the product before taking it home.




Reserve and Pick Up at a Henry's Near You!

Why Reserve Online?

1. **It's Free & Easy** - Our simple online process lets you reserve quickly and avoid shipping costs.
2. **Guaranteed Product Availability** - No surprises at the store! Your product will be ready for you when you arrive.
3. **Enjoy Immediately** - Get the convenience of online shopping, without the wait.




How It Works

- 


Step 1

Select items to reserve while you're browsing, or while you're in your Cart, just click on the "Reserve in Store" button.




Step 2

Select the store you'd like to pick up from.




Step 3

Enter the contact information of the person picking up the Item (The item will be reserved under their name).




Step 4

In about two hours (during regular store hours), you'll receive an email confirmation notice. Print it out or load it to your smartphone.



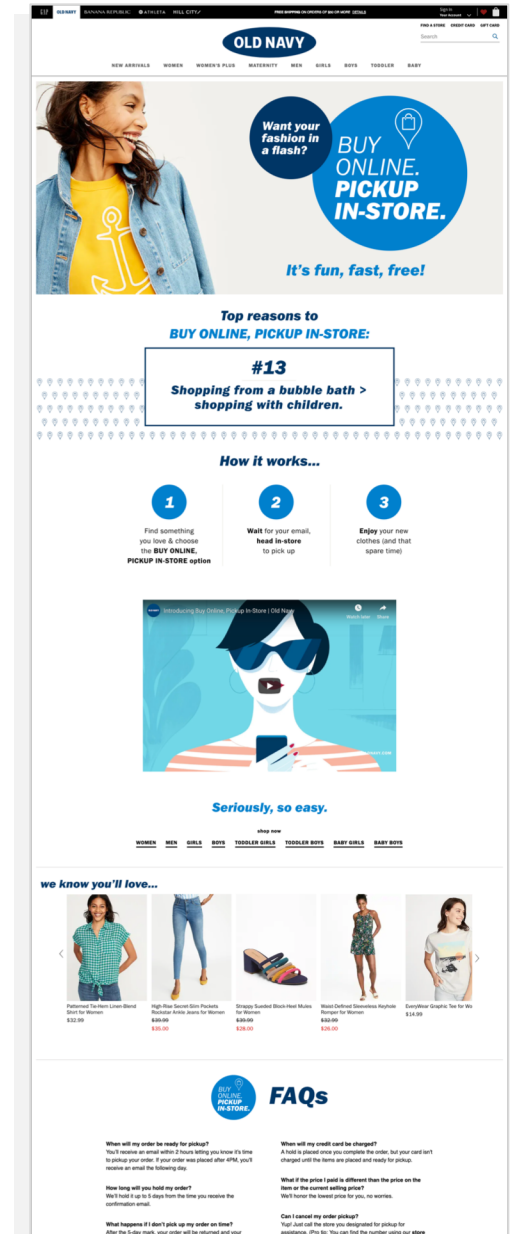
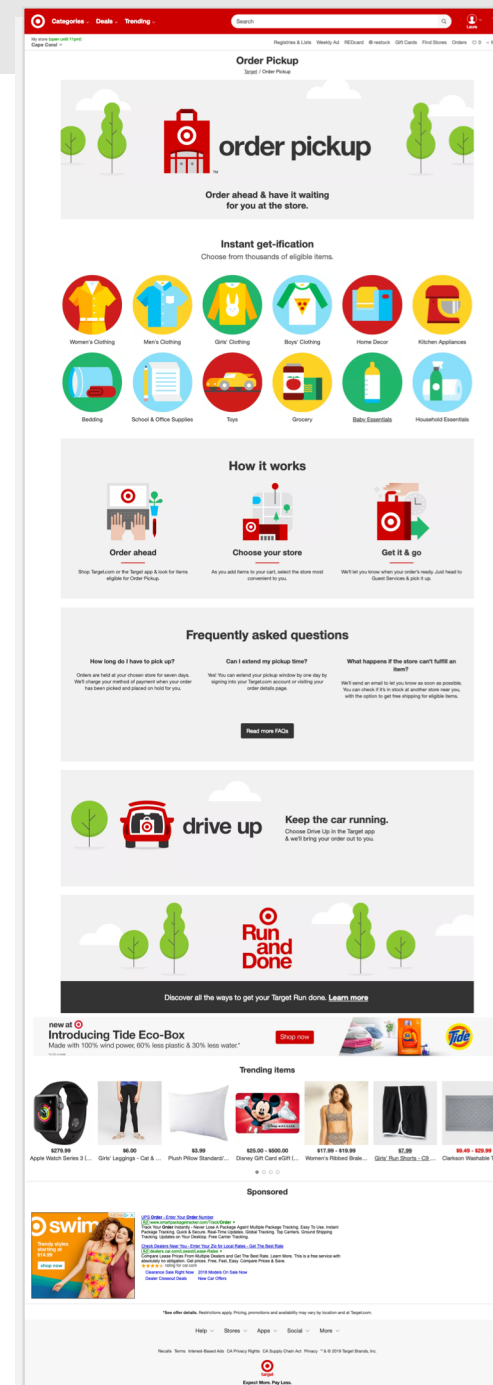
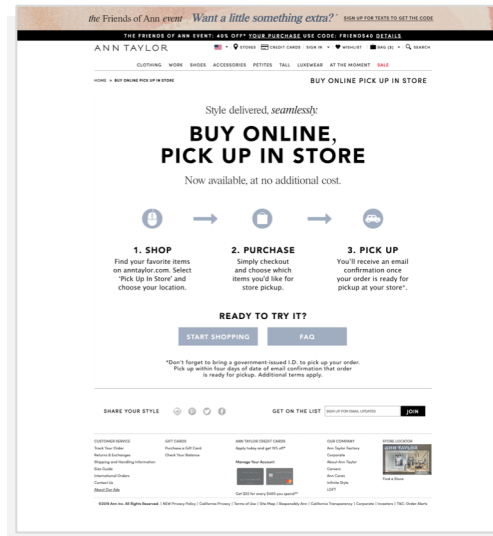
Step 5

Go to the store and head to the counter.



Step 6

Show the associate the printed email or show it on your smartphone, pay for the Item using cash, debit, credit or gift card, and enjoy!



Grid/PLP

Best-in-class: Home Depot
Good Implementation: Kohl's & Target

FEATURE	ANN TAYLOR	OLD NAVY	JC Penney	Kohl's	Nordstrom	Target	WALMART	Best Buy	HOME DEPOT
PLP Grid - Desktop									
Filter by Store Pickup	N	Y	Y	Y	Y	Y	Y	Y	Y
Filter by Same Day Pickup	N	N	Y	Y	Y	Y	Food Only	Y	Y
Filter by 1 Store	N	Y	Y	N	Y	Y	Y	Y	Y
Filter by Multiple Stores	N	N	Y	Y	N	N	N	N	Y
Availability on Product Cards	N	N	Y	Y	N	Y	Y	Y	Y
Can Change Store	Y	Y	Y	Y	Y	N	Y	Y	Y
Auto-detect Location	Y	Y	Y	Y	N	Y	Y	Y	Y
PLP Grid - Mobile									
Filter by Store Pickup	N	Y	Y	Y	Y	Y	Y	Y	Y
Filter by Same Day Pickup	N	N	Y	Y	Y	Y	Food Only	Y	Y
Filter by 1 Store	N	Y	Y	Y	Y	Y	Y	Y	Y
Filter by Multiple Stores	N	N	Y	N	N	N	N	N	N
Availability on Product Cards	N	N	Y	Y	N	Y	Y	Y	Y
Can Change Store	Y	Y	Y	Y	Y	N	Y	Y	Y
Auto-detect Location	Y	Y	Y	Y	N	Y	Y	Y	Y

Key Insights...

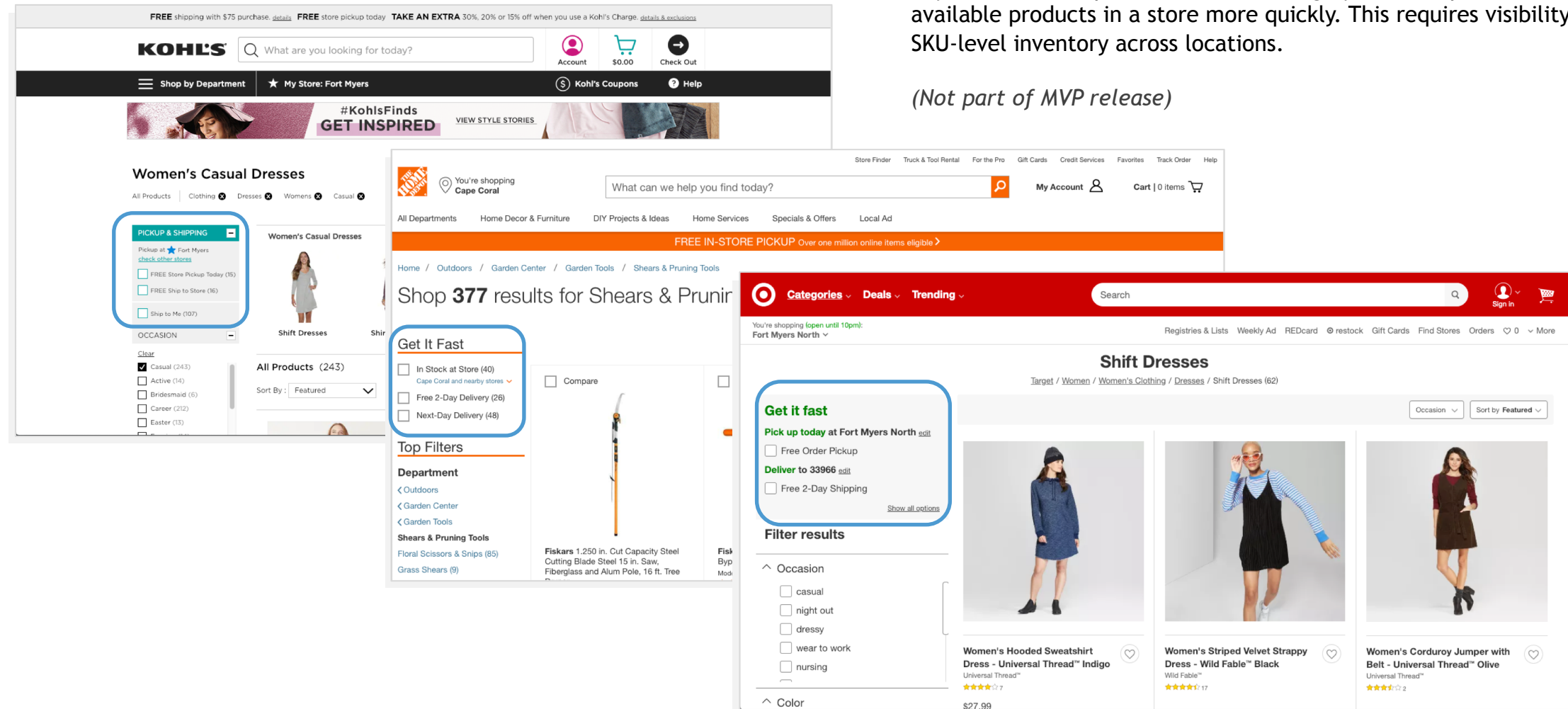
- **Filter by Store:** 8/9 retailers have a filter for “Buy Online, Pickup in Store” at the category level
- **Filter by One Store:** 7/9 retailers allow filtering by one store only
- **Filter by Multiple Stores:** 3/9 retailers allow filtering by multiple stores
- **Inventory Availability:** 6/9 retailers have product availability shown in the product card copy

Grid/PLP Examples

Get it Fast:

Buy Online, Pick up in Store at the category-level helps customers see available products in a store more quickly. This requires visibility of SKU-level inventory across locations.

(Not part of MVP release)



The image displays three examples of e-commerce websites illustrating the 'Get it Fast' or 'Buy Online, Pick up in Store' (BOPIS) feature.

Kohl's Example: The top screenshot shows the Kohl's homepage. A banner for '#KohlsFinds GET INSPIRED' is visible. Below it, the 'Women's Casual Dresses' category is highlighted. A 'PICKUP & SHIPPING' box is circled in blue, showing options for pickup at Fort Myers, free store pickup today (15 items), free ship to store (16 items), and ship to me (107 items).

Home Depot Example: The middle screenshot shows the Home Depot homepage. A banner for 'FREE IN-STORE PICKUP Over one million online items eligible' is visible. Below it, the 'Shears & Prunir' category is highlighted. A 'Get It Fast' box is circled in blue, showing options for in-stock at store (40 items), free 2-day delivery (26 items), and next-day delivery (48 items).

Target Example: The bottom screenshot shows the Target homepage. A banner for 'Shift Dresses' is visible. A 'Get it fast' box is circled in blue, showing options for free order pickup, delivery to 33966, and free 2-day shipping. Below the box, a 'Filter results' section is visible, showing filters for Occasion (casual, night out, dressy, wear to work, nursing) and Color.

Product Details Page

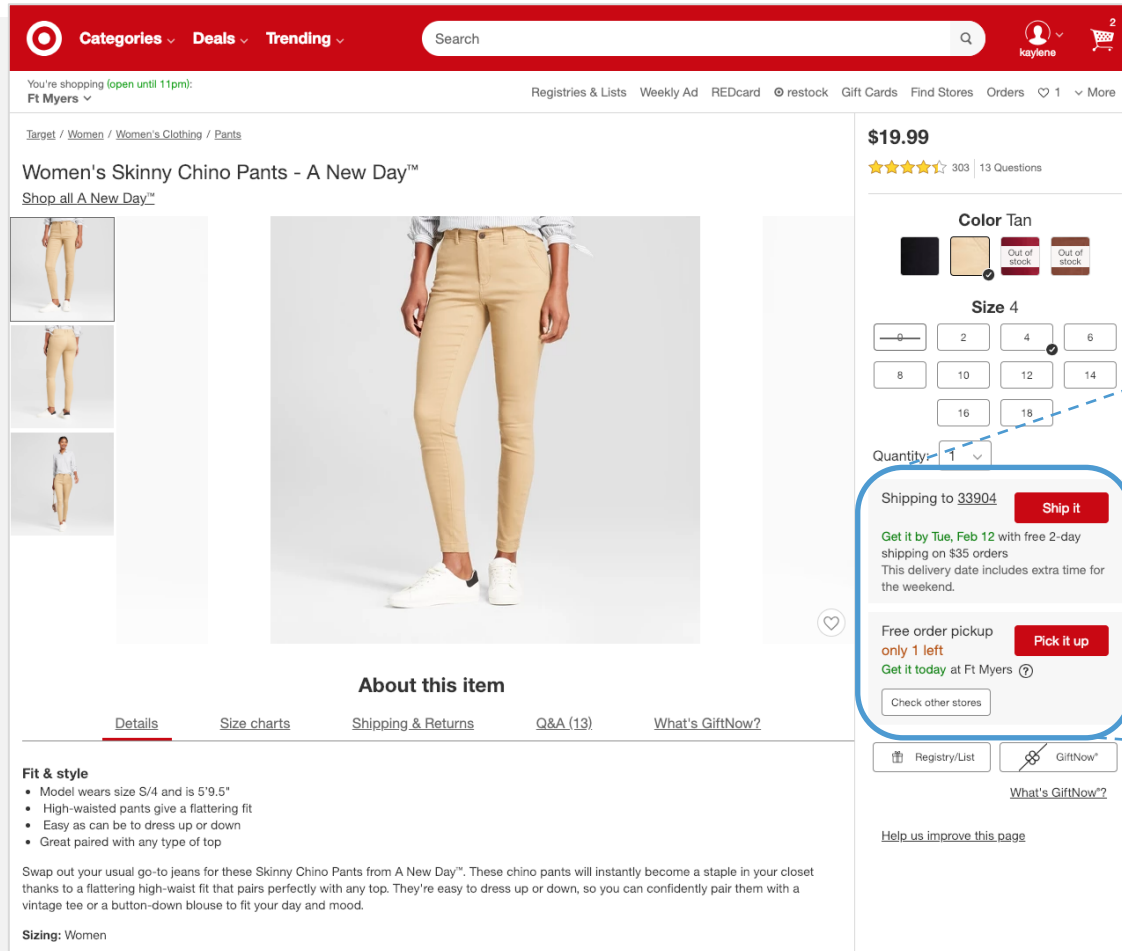
Best-in-class: Home Depot
Good Implementation: Target, Kohl's & Best Buy

FEATURE	ANN TAYLOR	OLD NAVY	JC Penney	Kohl's	Nordstrom	Target	WALMART	Best Buy	HOME DEPOT
PDP - Desktop									
Displays In-Store Numeral Quantity	N	N	N	N	N	Y	N	Y	Y
Allow Same Day Pickup	N	Y	Y	Y	N	Y	Food Only	Y	Y
View BOPIS Availability in More Stores	N	Y	Y	Y	Y	Y	Y	Y	Y
Shows Aisle Number	N	N	N	N	N	Y	N	N	Y
Locate In-store Inventory - Non BOPIS	N	N	N	Y	N	N	N	N/A	N
PDP - Mobile									
Displays In-Store Numeral Quantity	N	N	N	N	N	Y	N	Y	Y
Allow Same Day Pickup	N	Y	Y	Y	N	Y	Food Only	Y	Y
View BOPIS Availability in More Stores	N	Y	Y	Limited Quantity	Y	Y	Y	Y	Y
Shows Aisle Number	N	N	N	N	N	Y	N	N	Y
Locate In-store Inventory - Non BOPIS	N	N	N	Y	N	N	N	N/A	N

Key Insights...

- **Inventory Availability:** 3/9 retailers show availability at the SKU-level
- **View in More Stores:** 8/9 retailers allow user to look for inventory in more than one store
- **Locate in Store:** 1/9 retailers have BOPIS and “Locate in Store” on the PDP

Product Details Page Examples



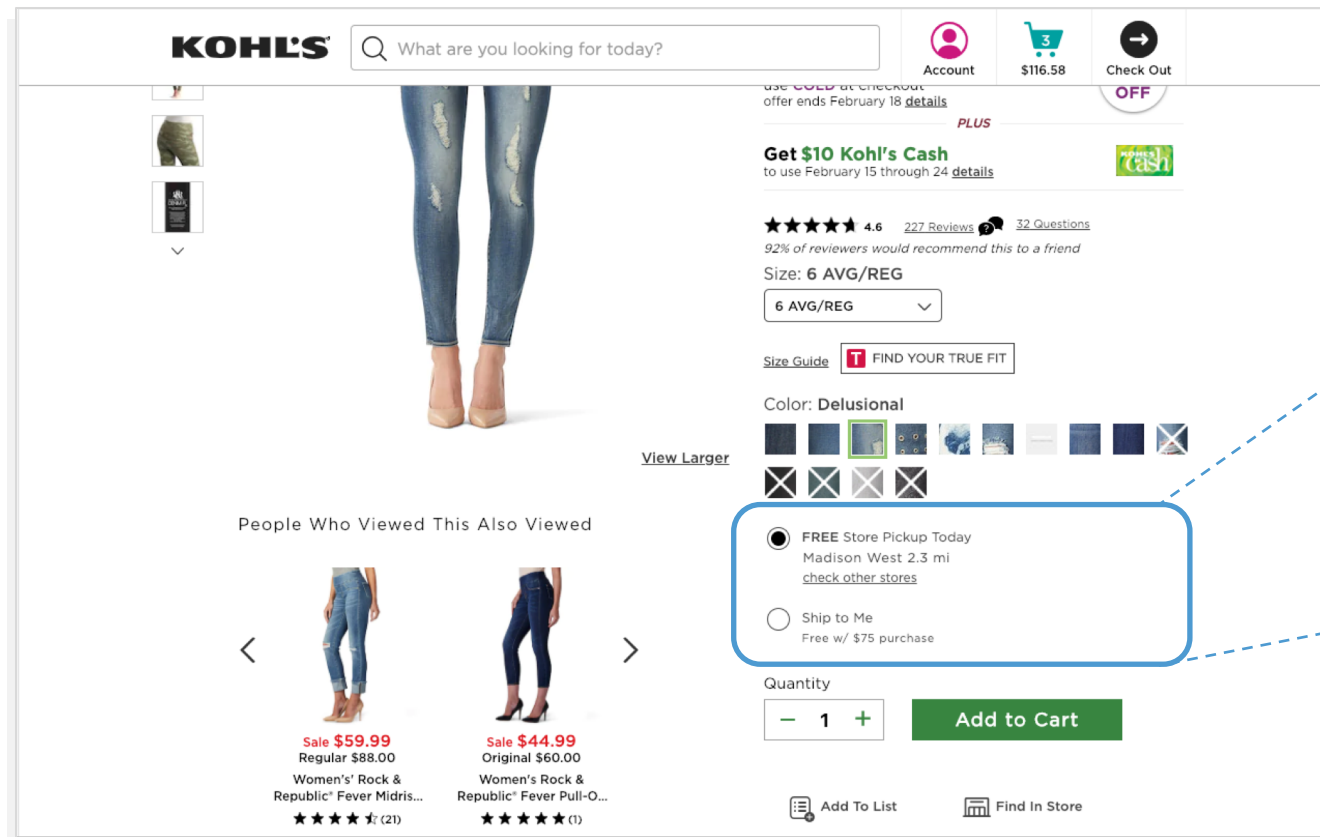
Target.com

Auto-detect and SKU-level inventory visibility makes buying a BOPIS item clear and simple.

Target.com

Auto-detect and SKU-level inventory visibility makes buying a BOPIS item clear and simple.

Product Details Page Examples



Kohls.com

Auto-detect offers store availability for BOPIS fulfillment, but does not give item-level inventory visibility.

- ☒ **FREE Store Pickup Today**
Madison West 2.3 mi
[check other stores](#)
- ☐ **Ship to Me**
Free w/ \$75 purchase

Cart / Shopping Bag

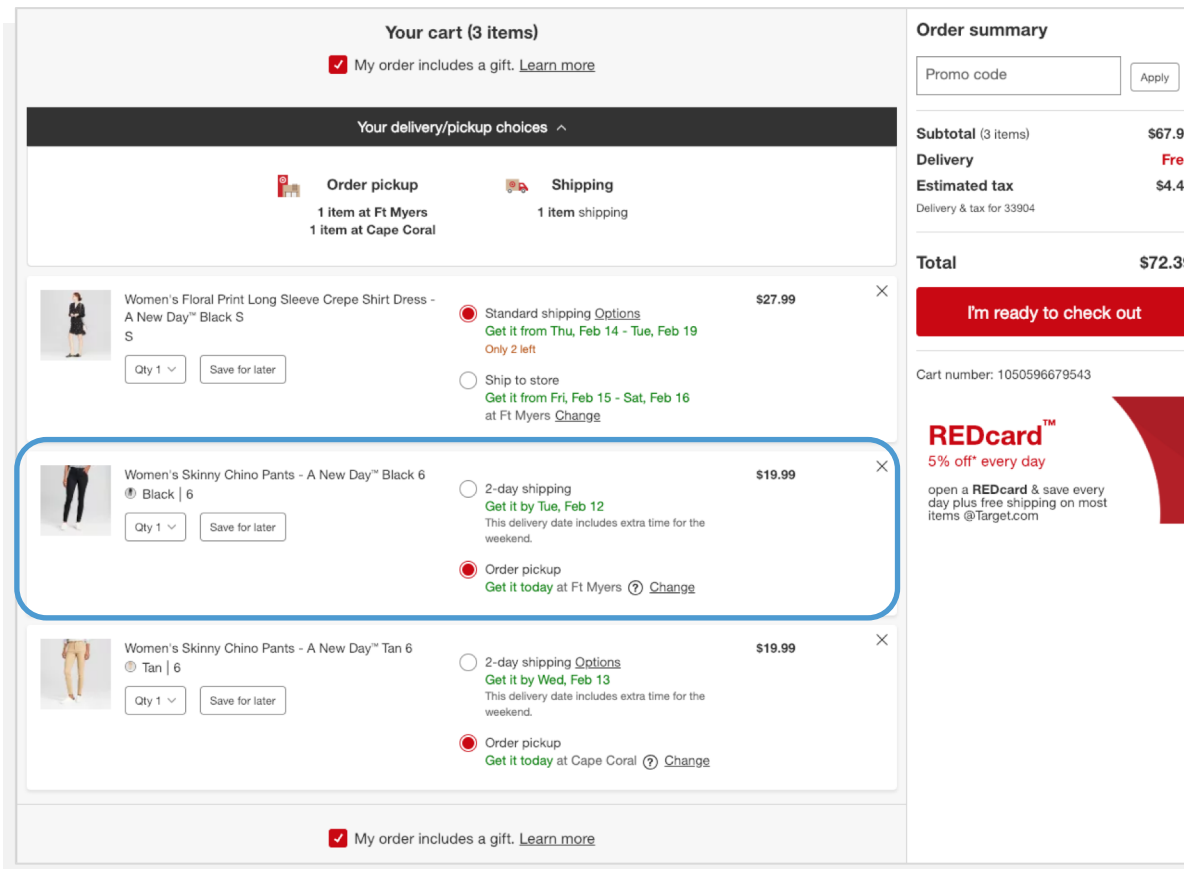
Best-in-class: Home Depot
Good Implementation: Target, Kohl's & Best Buy

FEATURE	ANN TAYLOR	OLD NAVY	JC Penney	Kohl's	Nordstrom	Target	WALMART	Best Buy	HOME DEPOT
Cart - Desktop									
Can Select Different Store for Different Items	Y	N	N	Y	Y	Y	N	Y	Y
Can Change Store for All Items	N	N	N	N	N	Y	N	Y	Y
Allows Mixed Cart (Items to Different Delivery Options)	Y	Y	Y	Y	Y	Y	N	Y	Y
(Mixed Cart) Shows estimated Date of Arrival for each Shipping Item	Y	N	Y	Y	N	Y	Y	Y	Y
(Mixed Cart) Shows cost of each shipping option (without clicking)	N	N	N	N	N	N	N	N	Y
Estimated Shipping & Handling	N	Y	Y	Y	Y	Y	Y	Y	Y
Cart - Mobile									
Can Select Different Store for Different Items	Y	N	N	Y	Y	Y	N	Y	N
Can Change Store for All Items	N	N	N	N	N	Y	N	Y	Y
Allows Mixed Cart (Items to Different Delivery Options)	Y	Y	Y	Y	Y	Y	N	Y	Y
(Mixed Cart) Shows estimated Date of Arrival for each Shipping Item	Y	N	Y	Y	N	Y	N	Y	Y
(Mixed Cart) Shows cost of each shipping option (without clicking)	N		N	N	N	N	N	N	Y
Estimated Shipping & Handling	N	Y	Y	Y	Y	Y	Y	Y	Y

Key Insights...

- **Multi-store Pickup:** 6/9 retailers allow user to select multiple stores for pickup
- **Single Store Pickup:** 3/9 retailers restrict to one store location and changes availability if store location is changed
- **Pickup and Shipping:** 8/9 retailers allow mixed order fulfillment in the cart

Cart/Shopping Bag Examples



Your cart (3 items)

My order includes a gift. [Learn more](#)

Your delivery/pickup choices

Order pickup
1 item at Ft Myers
1 item at Cape Coral

Shipping
1 item shipping

Women's Floral Print Long Sleeve Crepe Shirt Dress - A New Day™ Black S
Qty 1 Save for later
Standard shipping Options
Get it from Thu, Feb 14 - Tue, Feb 19
Only 2 left
Ship to store
Get it from Fri, Feb 15 - Sat, Feb 16 at Ft Myers [Change](#)

Women's Skinny Chino Pants - A New Day™ Black 6
Qty 1 Save for later
2-day shipping
Get it by Tue, Feb 12
This delivery date includes extra time for the weekend.
Order pickup
Get it today at Ft Myers [Change](#)

Women's Skinny Chino Pants - A New Day™ Tan 6
Qty 1 Save for later
2-day shipping Options
Get it by Wed, Feb 13
This delivery date includes extra time for the weekend.
Order pickup
Get it today at Cape Coral [Change](#)

My order includes a gift. [Learn more](#)

Order summary

Promo code [Apply](#)

Subtotal (3 items) \$67.97
Delivery **Free**
Estimated tax \$4.42
Delivery & tax for 33904

Total \$72.39

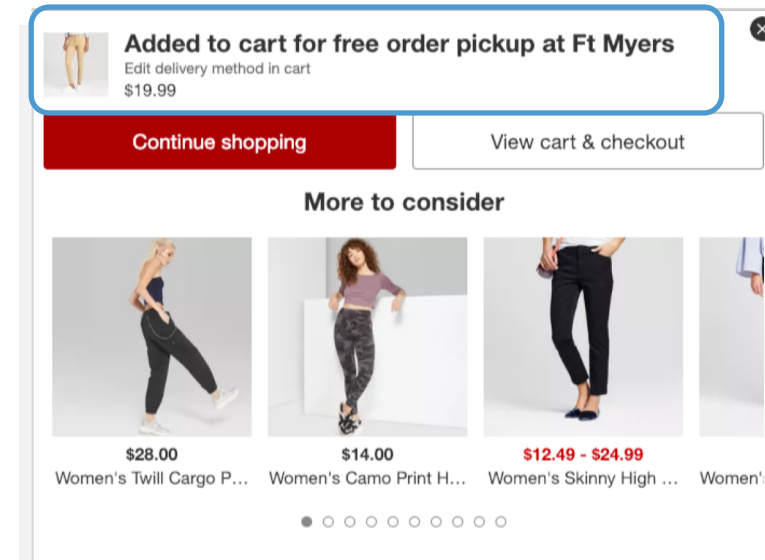
I'm ready to check out

Cart number: 1050596679543

REDCard™
5% off* every day
open a REDcard & save every day plus free shipping on most items @Target.com

Target.com

- SKU-level inventory visibility within the shopping bag (Only 2 items left)
- Clear Item-level view of delivery/pickup choices
- Allows pickup from multiple stores



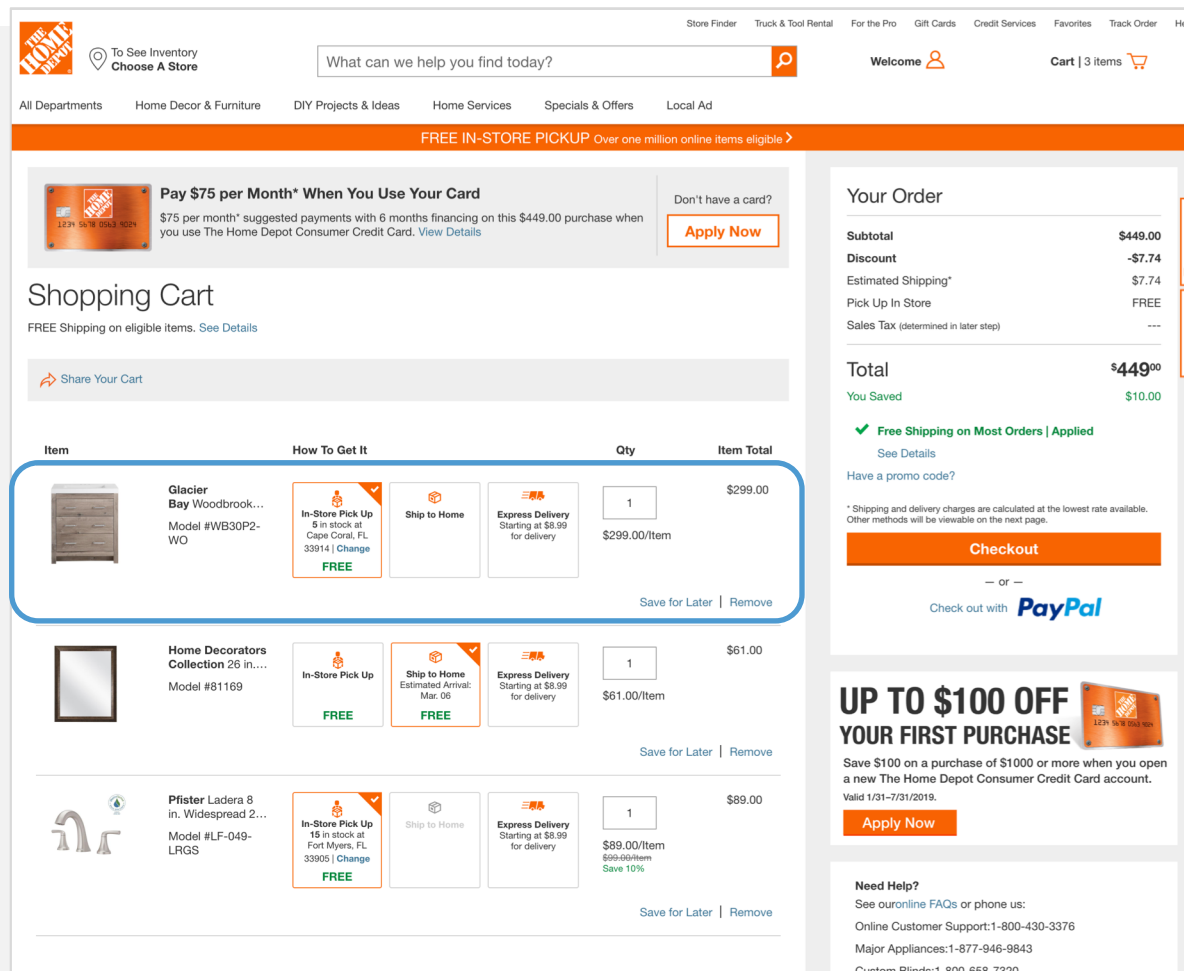
Added to cart for free order pickup at Ft Myers
Edit delivery method in cart
\$19.99

Continue shopping **View cart & checkout**

More to consider

Women's Twill Cargo P... \$28.00
Women's Camo Print H... \$14.00
Women's Skinny High ... \$12.49 - \$24.99
Women's ...



Cart/Shopping Bag Examples



Store Finder Truck & Tool Rental For the Pro Gift Cards Credit Services Favorites Track Order Help

To See Inventory Choose A Store

What can we help you find today?

Welcome  Cart | 3 items 

All Departments Home Decor & Furniture DIY Projects & Ideas Home Services Specials & Offers Local Ad













FREE IN-STORE PICKUP Over one million online items eligible >

Pay \$75 per Month* When You Use Your Card
\$75 per month* suggested payments with 6 months financing on this \$449.00 purchase when you use The Home Depot Consumer Credit Card. [View Details](#)
Don't have a card? [Apply Now](#)

Shopping Cart

FREE Shipping on eligible items. [See Details](#)

[Share Your Cart](#)

Item	How To Get It	Qty	Item Total
 Glacier Bay Woodbrock... Model #WB30P2-WO	<div><div> In-Store Pick Up \$ in stock at Cape Coral, FL 33914 Change FREE</div><div> Ship to Home</div><div> Express Delivery Starting at \$8.99 for delivery</div></div>	<input type="text" value="1"/>	\$299.00
 Home Decorators Collection 26 in... Model #81169	<div><div> In-Store Pick Up FREE</div><div> Ship to Home Estimated Arrival: Mar. 01 FREE</div><div> Express Delivery Starting at \$8.99 for delivery</div></div>	<input type="text" value="1"/>	\$61.00
 Pfister Ladera 8 in. Widespread 2-Handle Bathroom Faucet in Spot Defense Brushed Nickel Model #LF-049-LRGS	<div><div> In-Store Pick Up 15 in stock at Fort Myers, FL 33905 Change FREE</div><div> Ship to Home</div><div> Express Delivery Starting at \$8.99 for delivery</div></div>	<input type="text" value="1"/>	\$89.00

[Save for Later](#) | [Remove](#)

Your Order

Subtotal	\$449.00
Discount	-\$7.74
Estimated Shipping*	\$7.74
Pick Up In Store	FREE
Sales Tax (determined in later step)	---
Total	\$449.00

You Saved **\$10.00**

Free Shipping on Most Orders | Applied
[See Details](#)
Have a promo code?

[Checkout](#)

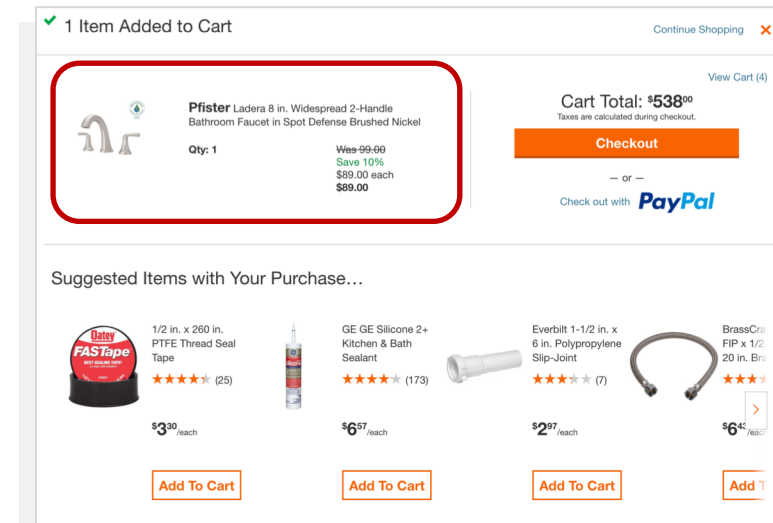
— or —
Check out with **PayPal**

UP TO \$100 OFF YOUR FIRST PURCHASE
Save \$100 on a purchase of \$1000 or more when you open a new The Home Depot Consumer Credit Card account.
Valid 1/31-7/31/2019.
[Apply Now](#)


Need Help?
See our [online FAQs](#) or phone us:
Online Customer Support: 1-800-430-3376
Major Appliances: 1-877-946-9843
Custom Blinds: 1-800-658-7330

HomeDepot.com

- SKU-level inventory visibility within the shopping bag (5 items in stock)
- Clear Item-level view of delivery/pickup choices
- Does NOT show delivery/pickup choice in persistent cart







✓ 1 Item Added to Cart [Continue Shopping](#) ✕


Pfister Ladera 8 in. Widespread 2-Handle Bathroom Faucet in Spot Defense Brushed Nickel
Qty: 1
Was \$99.00
Save 10%
\$89.00 each
\$89.00

Cart Total: \$538.00
Taxes are calculated during checkout.
[Checkout](#)

— or —
Check out with **PayPal**

Suggested Items with Your Purchase...

 1/2 in. x 260 in. PTFE Thread Seal Tape ★★★★★ (25) \$3.30/each Add To Cart	 GE GE Silicone 2+ Kitchen & Bath Sealant ★★★★★ (173) \$6.57/each Add To Cart	 Everbilt 1-1/2 in. x 6 in. Polypropylene Slip-Joint ★★★★★ (7) \$2.97/each Add To Cart	 BrassCraft FIP x 1/2 20 in. Braided Hose ★★★★★ \$6.45/each Add To Cart
--	--	---	--

Checkout



Best-in-class: Walmart, Target
Good Implementation: Home Depot, Best Buy

FEATURE	ANN TAYLOR	OLD NAVY	JC Penney	Kohl's	Nordstrom	Target	WALMART	Best Buy	HOME DEPOT
Checkout - Desktop									
Can Select Different Store for Different Items	Y	N	N	Y	Y	Y	Y	Y	N
Can Change Store for All Items	N	N	N	Y	N	Y	Y	Y	N
Allows Mixed Cart (Items to Different Delivery Options)	Y	Y	Y	N	Y	Y	Y	Y	Y
(Mixed Cart) Shows estimated Date of Arrival for each Shipping Item	Y	N	N	Y	N	Y	Y	Y	Y
(Mixed Cart) Shows cost of each shipping option (without clicking)	Y	N	N	N	N	N	Y	N	Y
Can Select Alternative Pickup Person	Y	N	Y	Y	N	Y	Y	Y	Y
Can Select Text Updates	Y	N	Y	Y	N	Y	Y	Y	Y
Allows Customer to ROPIS/Pay Later / Pay In-store	N	N	N	Y	N	N	N	N	N
Promise to Deliver in XXX (Est. Time for Pickup Today)	Y	N	4 Hrs	N	2 Hrs	2 Hrs	4 Hrs	1 Hour	2 Hrs
Gift Options Available	Ship to home only	Y (gift message/receipt)	N	Y	Y	Y	N	N	N
Checkout - Mobile									
Can Select Different Store for Different Items	Y	N	N	Y	Y	Y	Y	Y	N
Can Change Store for All Items	N	N	N	Y	N	Y	Y	Y	N
Allows Mixed Cart (Items to Different Delivery Options)	Y	Y	Y	N	Y	Y	Y	Y	Y
(Mixed Cart) Shows estimated Date of Arrival for each Shipping Item	Y	N	N	Y	N	Y	Y	Y	Y
(Mixed Cart) Shows cost of each shipping option (without clicking)	Y	N	N	N	N	N	Y	N	N
Can Select Alternative Pickup Person	Y	N	Y	Y	N	Y	Y	Y	Y
Can Select Text Updates	Y	N	Y	Y	N	Y	Y	Y	Y
Allows Customer to ROPIS/Pay Later / Pay In-store	N	N	N	N	N	N	N	N	N
Promise to Deliver in XXX (Est. Time for Pickup Today)	Y (Today)	N	N	Y (Today)	2 Hrs	2 Hrs	4 Hrs	1 Hour	2 Hrs
Gift Options Available	Ship to home only	Y (gift message/receipt)	N	Y	Y	Y	N	N	N

Key Insights...


- **Text Updates:** 7/9 retailers allow user to select texting for status updates
- **Alternate Person:** 7/9 retailers allow another person to pickup the order
- **Pickup Time:** 4/9 retailers have pickup times at 2 hours or less

Checkout Examples

 back to cart 

Checkout (3 items)

1 of 6 | Delivery method




Women's Floral Print Long Sleeve Crepe Shirt Dress - A New Day™ Black S
S | Qty 1

☒ Standard shipping Options
Get it from Thu, Feb 14 - Tue, Feb 19
Only 2 left

☐ Ship to store
Get it from Fri, Feb 15 - Sat, Feb 16
at Ft Myers [Change](#)

\$27.99




Women's Skinny Chino Pants - A New Day™ Black 6
Black | 6 | Qty 1

☐ 2-day shipping
Get it by Tue, Feb 12
This delivery date includes extra time for the weekend.

☒ Order pickup
Get it today at Ft Myers [Change](#)

\$19.99



Women's Skinny Chino Pants - A New Day™ Tan 6
Tan | 6 | Qty 1

☐ 2-day shipping Options
Get it by Wed, Feb 13
This delivery date includes extra time for the weekend.

☒ Order pickup
Get it today at Cape Coral [Change](#)

\$19.99

Save and continue

2 of 6 | Shipping address

3 of 6 | Order pickup info

4 of 6 | Gift options

5 of 6 | Payment

6 of 6 | Review

Promo code [Apply](#)

Subtotal (3 items) \$67.97

Delivery Free

Estimated tax \$4.42
Delivery & tax for 33904

Total \$72.39

Cart number: 1050596679543

Target.com

- SKU-level inventory visibility within checkout (Only 2 items left)
- Text message notifications available
- Alternative pick up person

2 of 6 | Shipping address

☒ My order includes a gift. [Learn more](#)

☒ Kaylene Orsland [Default address](#)
256 SE 46th St
Cape Coral, FL, 33904-8431
[edit](#)

[+ Add a new address](#)

Save and continue

3 of 6 | Order pickup info

We will send you an email when your order is ready (within 2 hours for orders placed by 7pm local time).

☒ Bring a valid government ID such as driver's license or passport.

Pickup person

Full name
kaylene Orsland

Email: kaylene.orsland@gmail.com

Get texted too (optional)

Your phone number
608-111-1111

By providing your mobile number above, you agree to receive autodialed text messages from Target. Up to two messages per request (one "ready for pick up" message and, if necessary, one reminder message).
Message and data rates may apply.

☒ Add an alternate pickup person (optional)

Full name

Email

68

Checkout Extras

We will text you when your order is ready for pick up or for other notifications related to your order. The number of messages will vary depending on order status and number of orders. Text notice not required for purchase. Messages may be sent using automatic dialing system. Reply HELP for help, STOP to cancel. Message and data rates apply. [Terms and Conditions](#) [Privacy Policy](#)

☒ Tell us how else we can help when you arrive ⓘ

☐ I want to try on my purchase and possibly shop for more pieces.

☐ Please have my items ready to go, but I would like to connect with a stylist.

☐ I'm in a hurry. Please have my items ready to go.

AnnTaylor.com

- Post-purchase services offered

MAPS Opportunity

By asking online customers to if they would like to simply pickup their purchase, try on their purchase, or have additional style services provided during pickup allows store associates to prepare accordingly, and gives the customer exactly what they want.

This also opens the door for additional sales opportunities and extends the relationship between the stylist and the customer.

Location Finder

Best-in-class: Kohl's, Target

Good Implementation: Home Depot, Best Buy


FEATURE	ANN TAYLOR	OLD NAVY	JC Penney	Kohl's	Nordstrom	Target	WALMART	Best Buy	HOME DEPOT
Location Finder - Desktop									
Can Find Store by Zip Code	Y	Y	Y	Y	Y	Y	Y	Y	Y
Can Find Store by City, State	Y	N	Y	Y	N	Y	Y	Y	Y
Can Find By Current Location	Y	Y	Y	Y	N	Y	N	Y	N
Sort Stores by Availability	Y	N	Y	Y	N	Y	N	N	Y
Sort Stores by Distance	Y	N	N	N	N	N	N	N	Y
Can Select the Distance Range	25 - 150 Miles	N	10 - 50+ Miles	N	N	N	N	N	N
Can See Stores on Map	N	N	Y	Y	N	N	N	Y	Y
Saves Your Default Location	Y	Y	Y	Y	Y	Y	Y	Y	Y
Location Finder - Mobile									
Can Find Store by Zip Code	Y	Y	Y	Y	Y	Y	Y	Y	Y
Can Find Store by City, State	Y	N	N	Y	N	Y	Y	Y	Y
Can Use Current Location	Y	Y	Y	Y	N	Y	N	Y	N
Sort Stores by Availability	Y	N	Y	Y	N	Y	N	N	Y
Sort Stores by Distance	Y	N	N	N	N	N	N	N	Y
Can Select the Distance Range	25 - 150 Miles	N	10 - 50+ Miles	N	N	N	N	N	N
Can See Stores on Map	N	N	Y	Y	N	N	N	Y	N
Saves Your Default Location	Y	Y	Y	Y	Y	Y	Y	Y	Y

Key Insights...

- **Zip, City, State:** 7/9 retailers allow user to type in a city as well as ZIP code
- **Availability:** 5/9 retailers allow user to filter by stores with availability
- **Distance Range:** 2/9 retailers allow user to set distance range

Location Finder Examples

Find in Store



Women's Rock & Republic® Fever Denim Rx™ Midrise Pull-On Jean Leggings
SKU: 61586636
Color: Delusional, Size: 6 AVG/REG
Sale \$59.99 - Regular \$88.00

7 stores within 50 miles of Madison

☒ Only show stores with availability ☐ Only show stores with availability today

Stores

1

Madison West
7401 West Towne Way
Madison, WI 53719
1 6088339293
2.3 mi - [Directions](#)

✓ Limited Availability **Today**

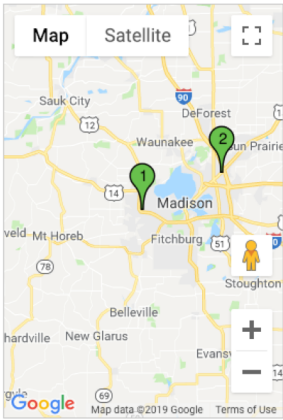
Current Availability
List is refreshed every 10 minutes

2

Madison East
2602 E Springs Dr
Madison, WI 53704
1 6082463022
11.9 mi - [Directions](#)

✓ Limited Availability **Today**

Map **Satellite**



Map data ©2019 Google Terms of Use

Promotional offers available online at Kohls.com may vary from those offered in Kohl's stores.

Kohls.com

Women's Skinny Chino Pants - A New Day™

Choose a store

☒ Only show **in stock** stores

Ft Myers **My store**

Get it today with free order pickup

only 1 left

Fort Myers North [Set as my store](#)

Get it today with free order pickup

only 1 left


Lee County [Set as my store](#)

Get it today with free order pickup

only 3 left

Fort Myers SW [Set as my store](#)

Target.com



Glacier Bay Woodbrook 30 in. W x 19 in. D Bath Vanity in White Washed Oak with Cultured Marble Vanity Top in White with White Sink

14 stores near 33905 carry this item

☒ Pick Up Date ☐ Distance ☐ Number In Stock ☒ List ☐ Map

Qty <input type="text"/>	Ship to store Pick Up: MAR 15 – APR 02 0.00 miles away	Ft Myers East #8444 Store Hours 3402 Forum Blvd, Fort Myers, FL 33905 239-278-5201
Qty <input type="text"/>	Pick up in store Today . 3 IN STOCK	Ft Myers #276 Store Hours 14655 S Tamiami Trail, Fort Myers, FL 33912 239-437-6333
Qty <input type="text" value="1"/>	Pick up in store Today . 5 IN STOCK	S Cape Coral #6975 Store Hours 2508 Skyline Blvd, Cape Coral, FL 33914 239-242-8093
Qty <input type="text"/>	Pick up in store Today . 4 IN STOCK	Naples #280 Store Hours 2251 Pine Ridge Rd, Naples, FL 34109 239-597-1515

1 TOTAL ITEM(S)

Inventory is accurate as of March 03, 2019 10:23:10 PM EST. We do our best to update store pricing and inventory amounts as they change. However, there may be slight difference in store pricing or inventory compared to what is listed online.

HomeDepot.com

Customer Communication

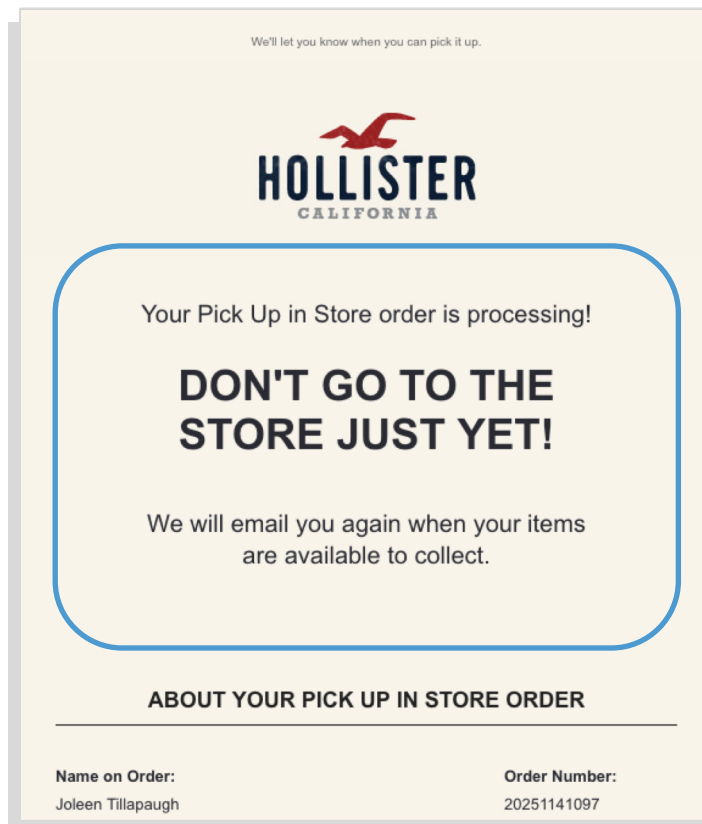
Best-in-class: Target
Good Implementation: Kohl's, Hollister

FEATURE	Target	WALMART	Best Buy	HOME DEPOT
Shows "Don't go to store yet"	Y	Y	Y	Y
Shows estimated time when order will be ready for pickup	N	N	N	N
Shows location to go to in store for pickup	Y	Y	Y	Y
Gives instructions for picking it up (bring ID, etc..)	Y	Y	Y	Y
Time between confirmation and ready for pickup emails	1 Hr	4 Days	1.5 Hrs	2.5 Hrs
Sends confirmation email when order has been picked up	Y	Y	Y	Y
Text confirmation when order is ready for pickup	Y	Y	Y	Y
Your order has been received	Y, includes wait	Y, includes wait	Y, includes wait	Y, includes wait
Your order has been processed (wait email)	N	N	N	N
Your order is ready for pickup	Y	Y	Y	Y
Your order is ready for pickup reminder				
Your item has been picked up	N	Y	N	N
Thank you for shopping (incentives, survey)	N	N	N	N

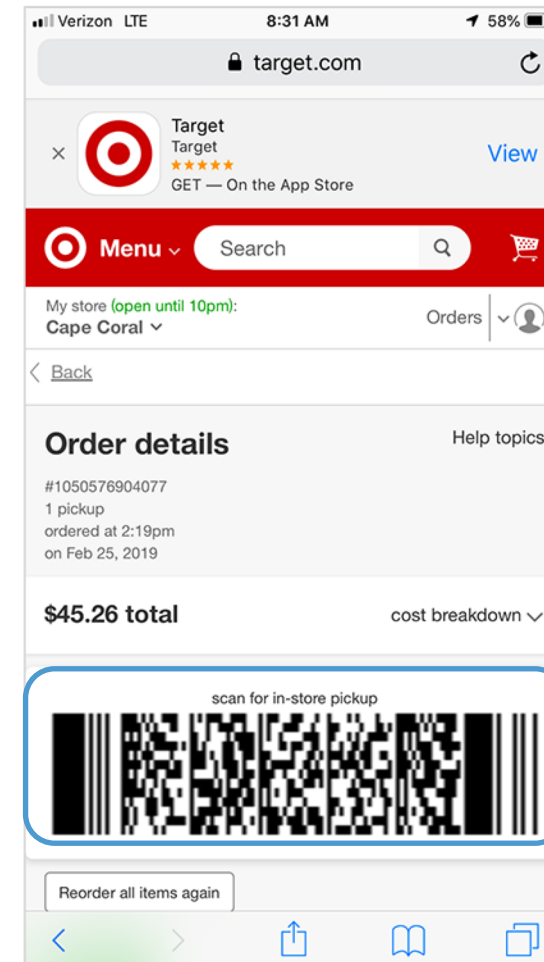
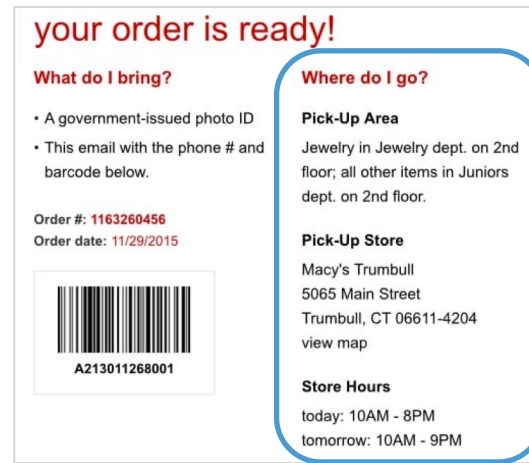
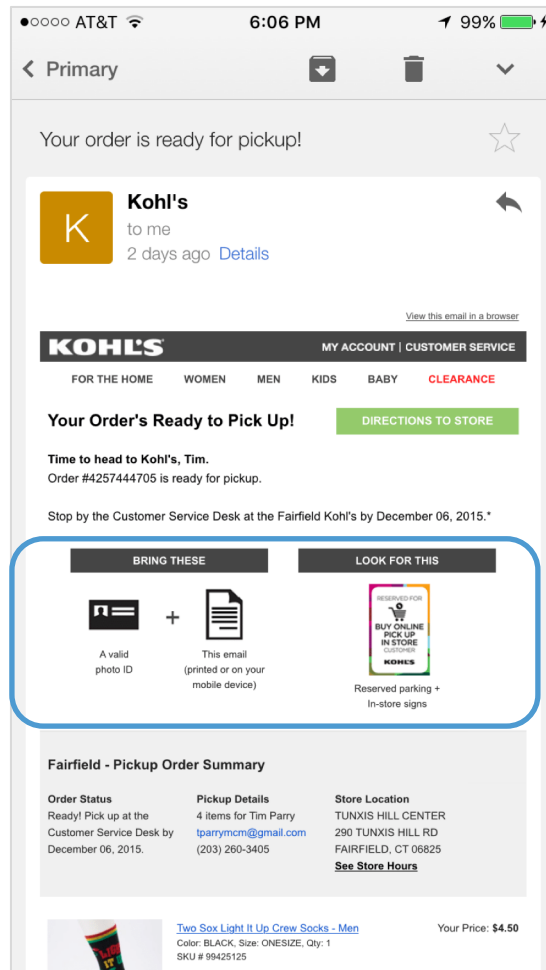
What We Discovered...

- **Time to pickup:** 4/4 retailers offer pickup within 3 hours
- **Pickup email:** 4/4 retailers send order confirmation & pickup ready emails
- **Pickup confirmation:** 1/4 retailers send email that order has been picked up

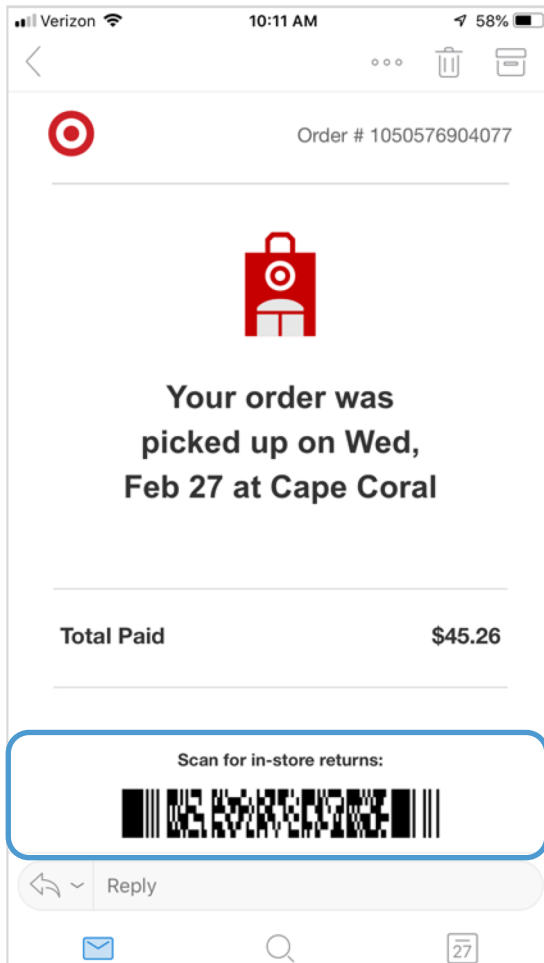
Customer Communication - Order Confirmation



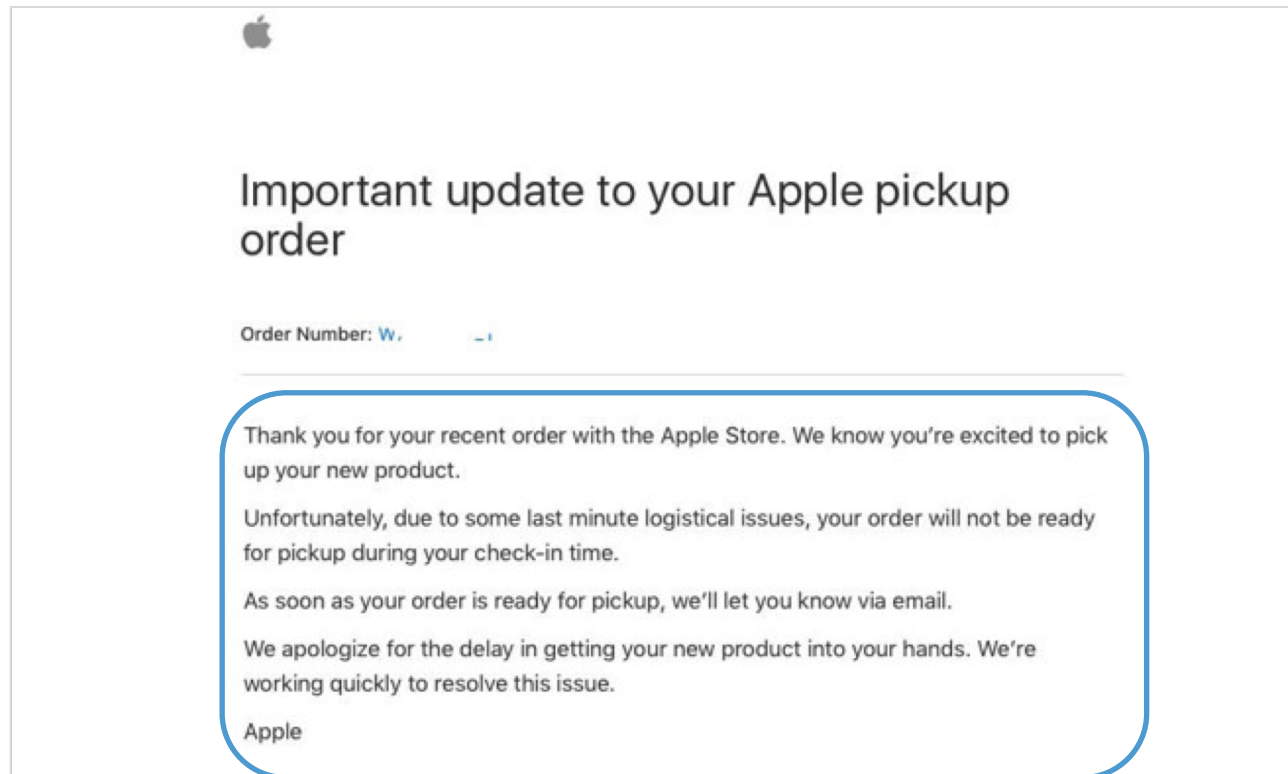
Customer Communication - Ready for Pickup



Customer Communication - Picked Up



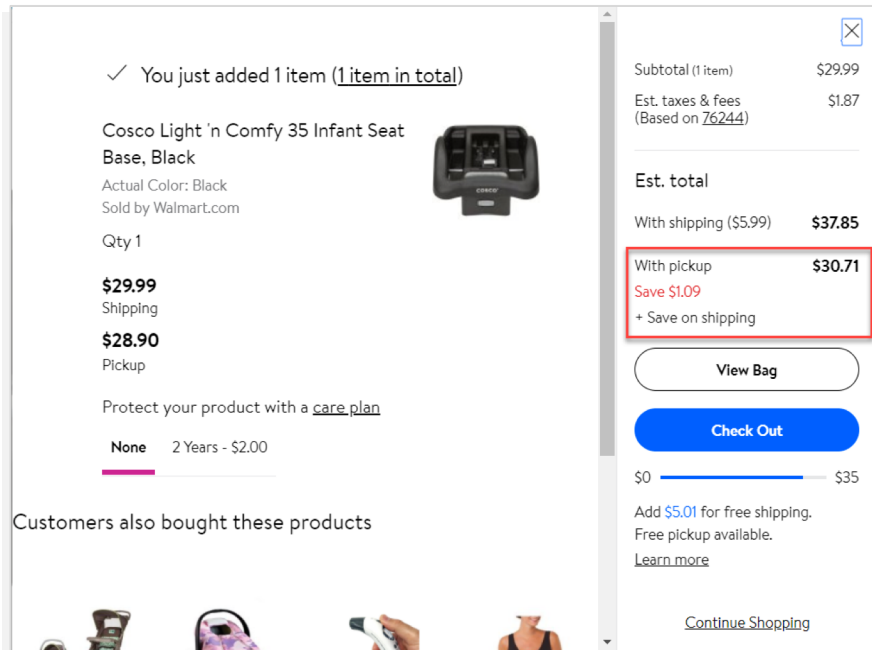
Customer Communication - Delayed/Cancelled



BOPIS - The emotional connection

Walmart.com

Walmart appeals to the thrifty shopper by displaying the cost-savings of BOPIS on the shopping cart



✓ You just added 1 item (1 item in total)

Cosco Light 'n Comfy 35 Infant Seat Base, Black

Actual Color: Black
Sold by Walmart.com

Qty 1

\$29.99
Shipping

\$28.90
Pickup

Protect your product with a [care plan](#)

None 2 Years - \$2.00

Customers also bought these products

Subtotal (1 item) \$29.99
Est. taxes & fees (Based on 76244) \$1.87

Est. total

With shipping (\$5.99) **\$37.85**

With pickup **\$30.71**
Save \$1.09
+ Save on shipping

[View Bag](#)

[Check Out](#)

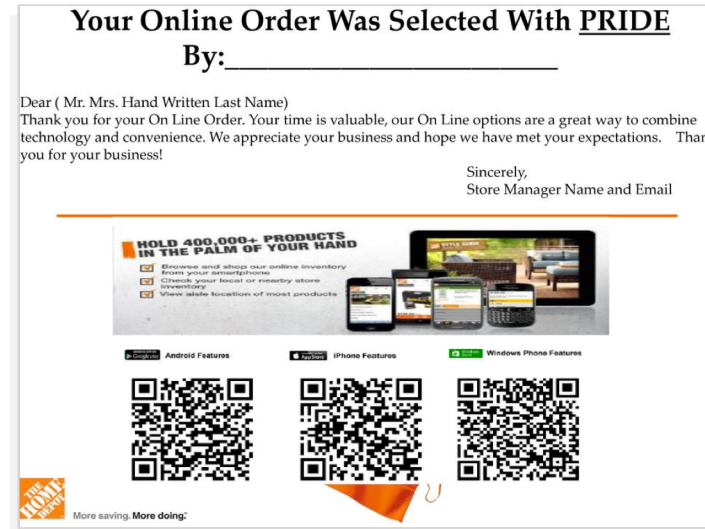
\$0 ————— \$35

Add \$5.01 for free shipping.
Free pickup available.
[Learn more](#)

[Continue Shopping](#)

HomeDepot.com

To create an emotional connection between the customer and the associate, Home Depot adds a “packed by” slip to every order. This is a great way to build an ongoing relationship.



Your Online Order Was Selected With PRIDE

By: _____

Dear (Mr. Mrs. Hand Written Last Name)

Thank you for your On Line Order. Your time is valuable, our On Line options are a great way to combine technology and convenience. We appreciate your business and hope we have met your expectations. Thank you for your business!

Sincerely,
Store Manager Name and Email

HOLD 400,000+ PRODUCTS IN THE PALM OF YOUR HAND

- Browse and shop our online inventory from your smartphone
- Check your local or nearby store inventory
- View store location of most products

Android Features iPhone Features Windows Phone Features

QR codes for mobile app features

More saving. More doing.

Kohls.com

When weather prevented a order from meeting the promised deadline, a mea culpa was made and a gift card offered.



KOHL'S

Thank you for choosing Kohls.com for your holiday shopping. I know you have a lot of options and I truly appreciate your business.

We are committed to providing exceptional customer service every day, which is why it is so difficult for me to send this email.

I apologize for not delivering your purchase within the time period we communicated. While there were factors beyond our control, like weather, I take full responsibility and we are in the process of expediting orders to ensure timely delivery before Christmas.

Though we cannot take away the frustration you are experiencing, we would like to give you this \$25 gift for the inconvenience this has caused.

Thank you again for being a valued customer.

Sincerely,



Kevin Mansell
Chairman, President and CEO

In-Store

Best-in-class: Kohl's, Target

Good Implementation: Home Depot, Best Buy

FEATURE	Target	WALMART	Best Buy	HOME DEPOT
Shows "Don't go to store yet"	Y	Y	Y	Y
Shows estimated time when order will be ready for pickup	N	N	N	N
Shows location to go to in store for pickup	Y	Y	Y	Y
Gives instructions for picking it up (bring ID, etc..)	Y	Y	Y	Y
Time between confirmation and ready for pickup emails	1 Hr	4 Days	1.5 Hrs	2.5 Hrs
Sends confirmation email when order has been picked up	Y	Y	Y	Y
Text confirmation when order is ready for pickup	Y	Y	Y	Y
Your order has been received	Y, includes wait	Y, includes wait	Y, includes wait	Y, includes wait
Your order has been processed (wait email)	N	N	N	N
Your order is ready for pickup	Y	Y	Y	Y
Your order is ready for pickup reminder				
Your item has been picked up	N	Y	N	N
Thank you for shopping (incentives, survey)	N	N	N	N

What We Discovered...

- **Zip, City, State:** 7/9 retailers allow user to type in a city as well as ZIP code
- **Availability:** 5/9 retailers allow user to filter by stores with availability
- **Distance Range:** 2/9 retailers allow user to set distance range

In-Store - Pickup Center



In-Store - Signage



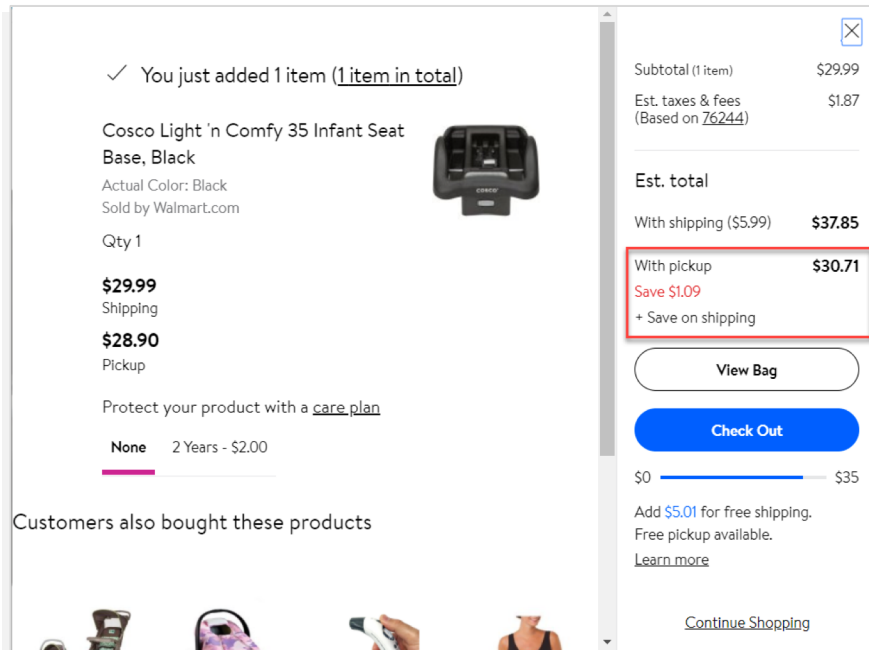
In-Store - Packaging



BOPIS - The emotional connection

Walmart.com

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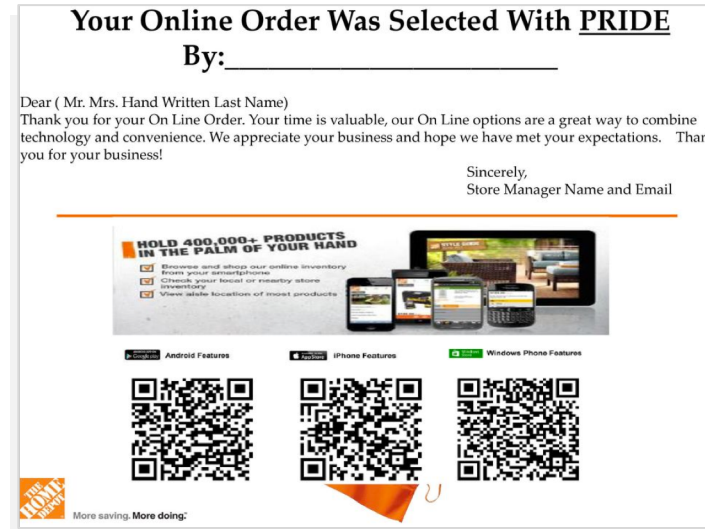
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Store Manager Name and Email

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- ✓ Browse and shop our online inventory from your smartphone
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Android Features iPhone Features Windows Phone Features

QR codes for mobile app download

THE HOME DEPOT

More saving. More doing.™

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Thank you again for being a valued customer.

Sincerely,



Kevin Mansell
Chairman, President and CEO

THE DEEP DIVE

Customer Preference Testing





Test Objective

Test Goal:

The first goal of this test is to determine which BOPIS version the user prefers. The second goal is to see if the user is familiar with Buy Online, Pickup in Store and how valuable it was to her.

Hypothesis:

- Customer will like one solution more than the other based on ease of use
- Customer will like one solution more than the other based on past experiences
- Customer will find BOPIS a factor on her decision to buy a product

Test Type: Preference Testing

Test Category: Design Validation & Navigation/Findability

Desired Insight: Brand desire is for her to prefer the Michael Kors search tool that does not cover top level (L1) navigation.

To Inform Decision: The test should inform of any impact to customers search experience on desktop and tablet.

With Potential Impact: Re-platform project



Test Overview

- Total Participants: 44
- Tests Types (Devices)
 - **Desktop** - 30 Participants
 - **Mobile** - 14 Participants
- Avg. Time Spent: 10+ min
- Demographic: Female
 - Age: 35+
 - **United States, Canada**
 - Household income: 40K+
 - Any Web Experience
 - Any Social Network Usage

Requirements (Screener Questions):

1. When was the last time you shopped online?

- Last 30 days, Last 60 days, Less than 6 months [Accept]
- More than 6 months, I don't shop online, None of the above [Reject]

2. I have shopped at the following:

- Chico's, Soma, White House Black Market [Must Select]
- Ann Taylor, JJill, Talbot's [May Select]
- I don't shop at any of these stores. [Reject]

The Test

We told our customers: *Imagine you have a charity event to attend tomorrow and you need to buy a new dress for it. Knowing you don't have much time to find something on such short notice, you go online to see if you can find a dress that is available for pickup in a nearby store.*

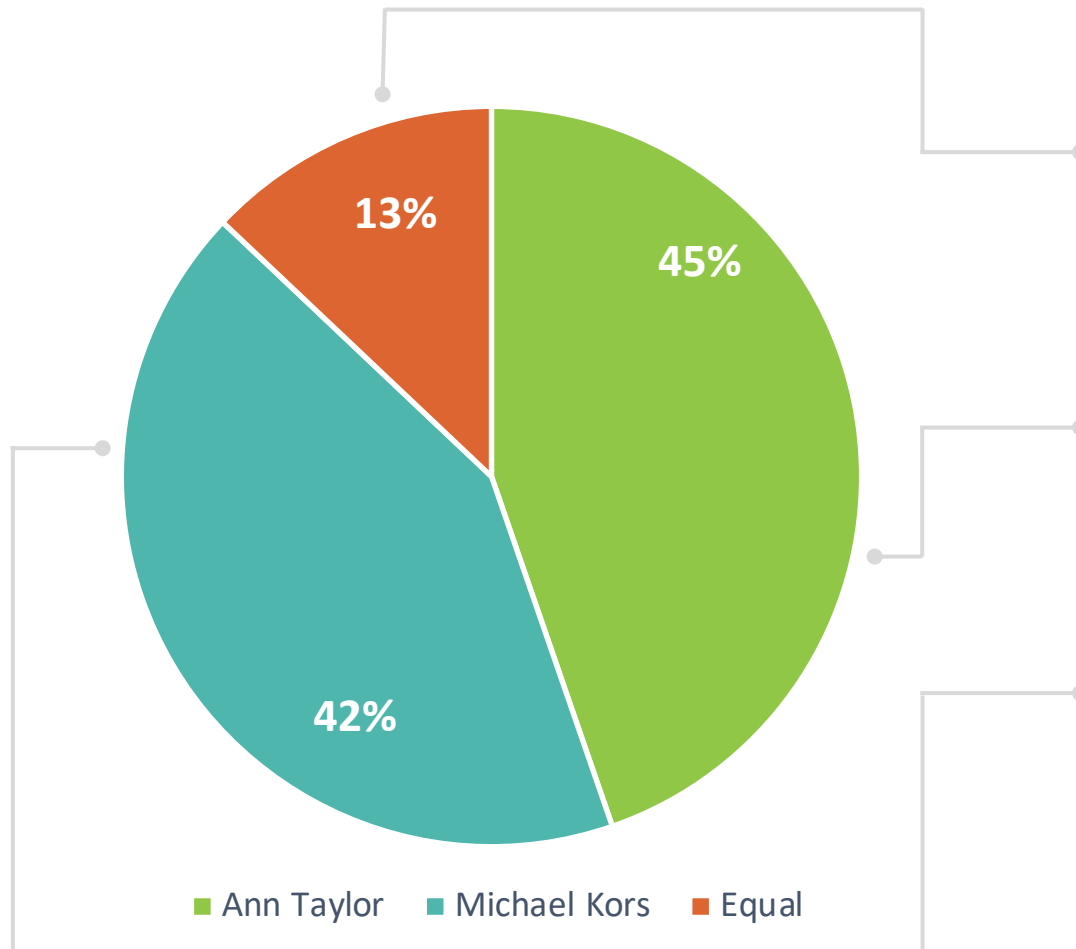
We sent our customers to Michael Kors and Ann Taylor. In the next few slides we will address the following questions with users answers...

1. How **difficult (1) or easy (5)** was it to use the "Buy Online, Pickup in Store" experience? Explain your answer. [5-point Rating Scale: Very difficult to Very easy]
2. What, if anything, ****did you like**** about the "Buy Online, Pickup in Store" experience? Please explain. [Verbal Response]
3. What, if anything, ****did you dislike**** about the "Buy Online, Pickup in Store" experience? Please explain. [Verbal Response]
4. If you could change anything about the "Buy Online, Pickup in Store" experience, **what would you change?** Please explain. [Verbal Response]

Post-Test Written Questions

1. Which "Buy Online, Pickup in Store" experience was **easier to use**? Explain your answer. [Multiple Choice: Michael Kors, Ann Taylor, Both are equal]
2. Which "Buy Online, Pickup in Store" experience **gave you more confidence** that you would find a product to pick up in-store on the same day? Explain your answer. [Multiple Choice: Michael Kors, Ann Taylor, Both are equal]
3. Have you **ever used** "Buy Online, Pickup in Store" as an alternative to ship to home or ship to store? If so, which stores have you used? Please explain your experience. [Verbal Response]
4. How **important** is same day in-store pickup to you when shopping online? [5-point Rating Scale: Not very important to Very important]
5. How likely would a "Buy Online, Pickup in Store" option **influence your decision** to buy an item? [5-point Rating Scale: Not at all likely to Very likely]

Which "Buy Online, Pickup in Store" experience **did you prefer?**

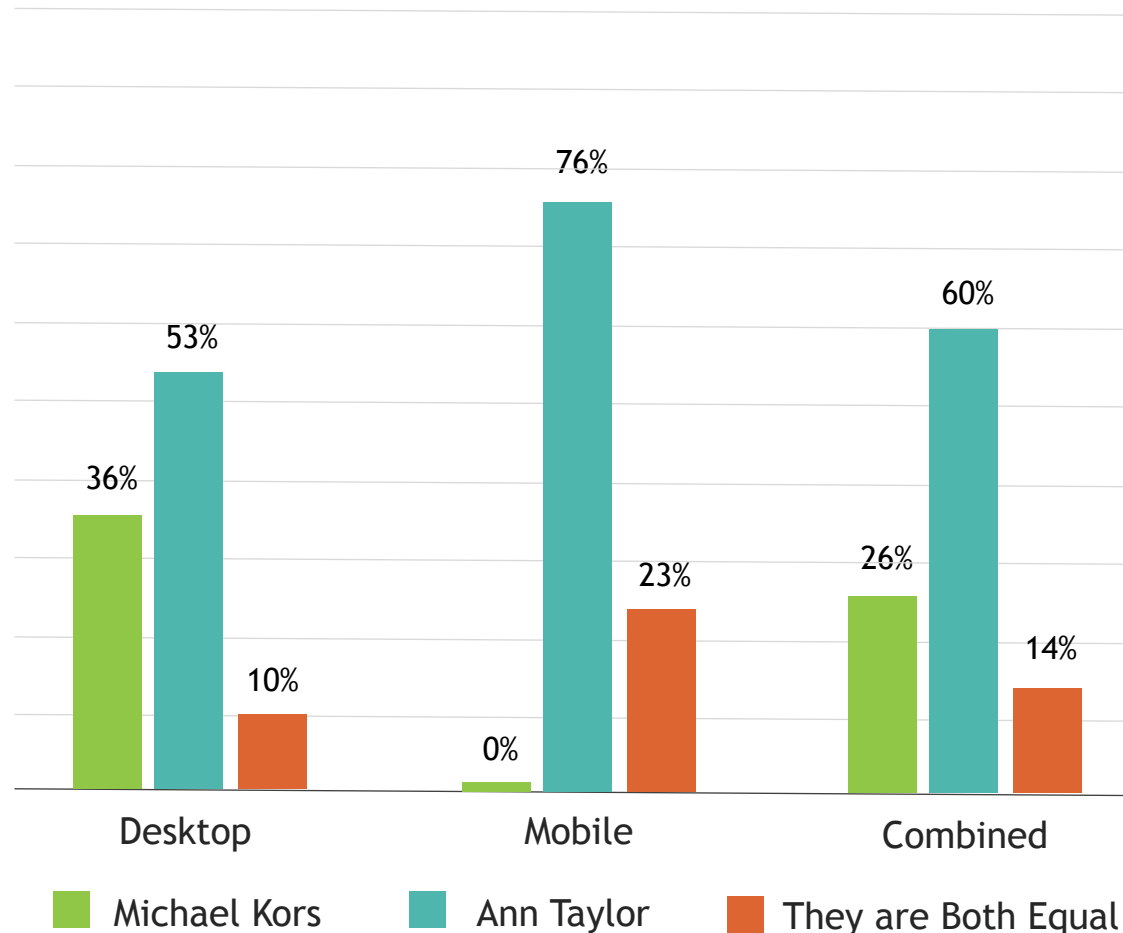


Key Insights

The overall BOPIS preference by brand was close, but leaned toward **Ann Taylor** as the preferred experience.

Mobile users rated **Ann Taylor** as the overall better experience, while desktop users leaned slightly toward **Michael Kors**.

Which "Buy Online, Pickup in Store" experience was **easier to use**?



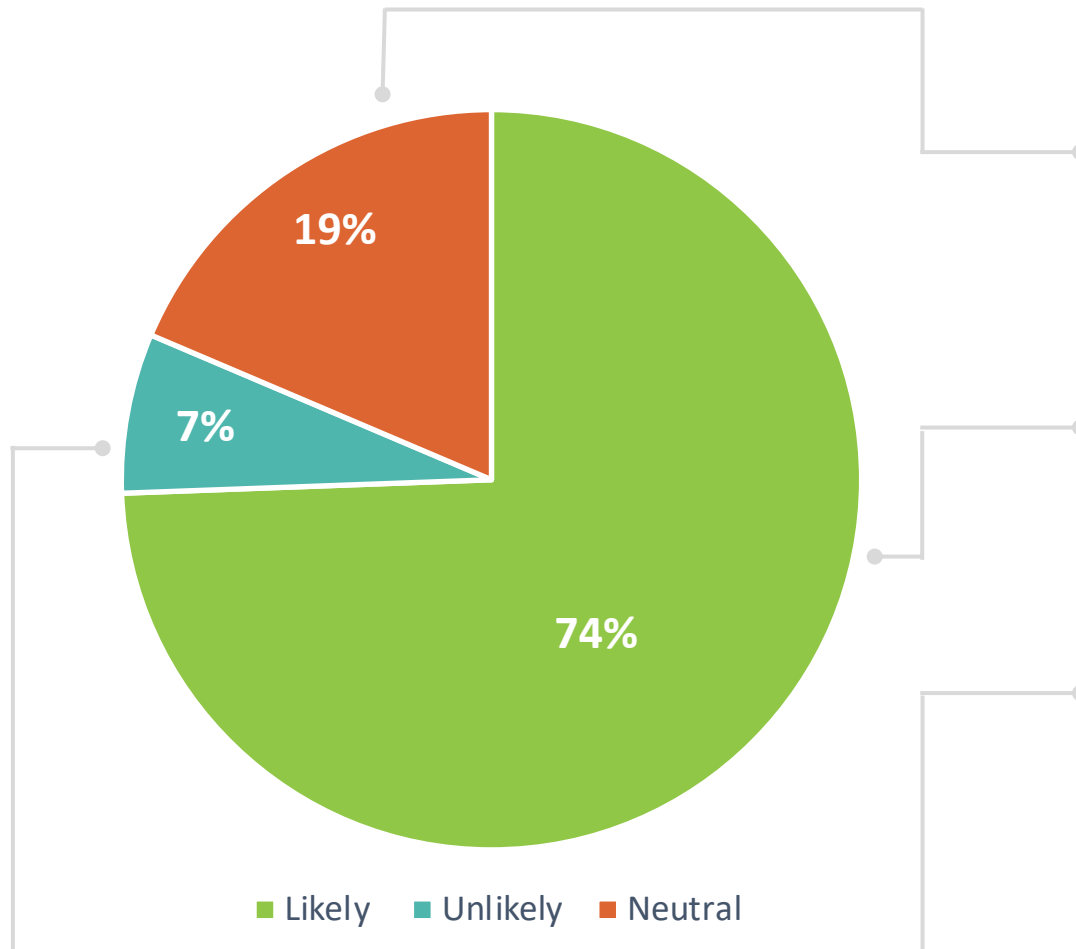
Key Insights

Mobile users overwhelmingly selected **Ann Taylor** as the experience that was easiest to use.

Desktop users found the brands were closer in experience, but with **Ann Taylor** slightly ahead.

We found a strong correlation between ease of use and overall satisfaction with mobile users.

How important is same day in-store pickup to you when shopping?

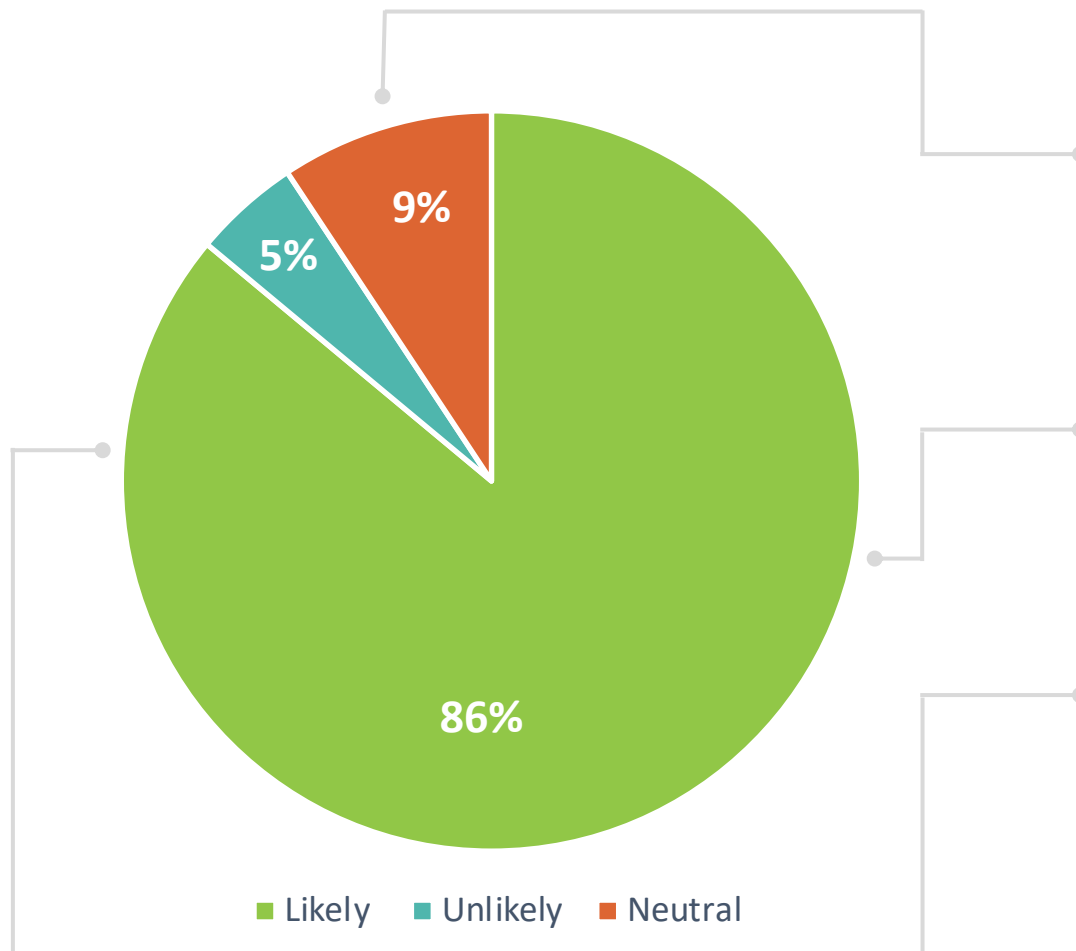


Key Insights

92% of Mobile users stated that BOPIS would be important to them.

67% of stated that BOPIS would be important to them.

How likely would a "Buy Online, Pickup in Store" option **influence your decision** to buy an item?

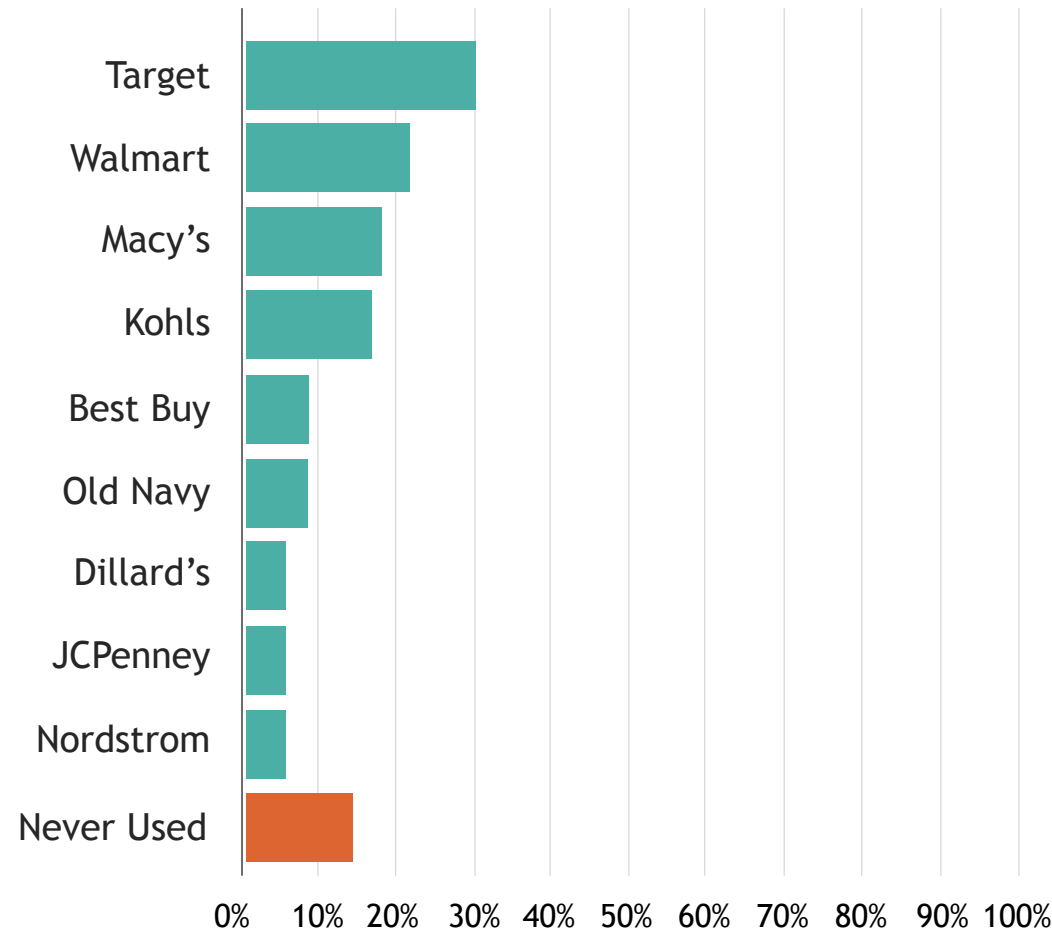


Key Insights

92% of Mobile users stated that BOPIS would influence their decision to buy.

83% of Desktop users stated that BOPIS would influence their decision to buy.

Have you **ever used "Buy Online, Pickup in Store"** as an alternative to ship to home or ship to store? And if so, with which retailers?



Key Insights

86% of all customers tested **have used** “buy online, pickup in store”.

30% of all customers tested **have used Target** for “buy online, pickup in store”.

While the desire may be to align the BOPIS experience to other fashion retailers, her expectations are being framed by her experiences across the retail spectrum, including big box stores.

What do you think of Ann Taylor?

Things I LIKE...



Pick up as early as today which I'm assuming that it would say something different if it wasn't ready... it's nice when we are in the last minute



I wanted to pick up in store I was able to type in my zip code and then it gave me the closest store to me that had the product available



This is pretty easy it showed me all the different locations that were available by my Denver Colorado. And It could show me which ones had the dress quite easily so that was great. I really like it!

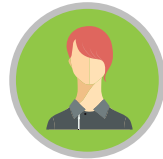
Things I DISLIKE...



It would have been nice to know if it was available first before I put it into my shopping bag.



When you're in on the first landing page with the actual product, it is not clear where you can do the pick up the store... you have to actually add item to your cart and be checking



I think it would be much more beneficial to put in your location first before you start shopping in that way would only show you items that were available in your search range versus finding something you I can be disappointed that you can't find it.

What do you think of Michael Kors?

Things I LIKE...



I really like the option to do pick up in store right from the item page itself... that's really what I'm looking for.



The only thing that would change is that the radio button to pick up in the store is bigger and I can see it easier didn't stand out to me



The ship to me or pick up and start option would be on the same pages where you pick your color and your size. I would make all those choices from the beginning and then add to the bag.

Things I DISLIKE...



In order to edit or change the store I wanted to pick up in, I had to actually go back in to where I had put the dress in my bag in the first place and choose another store. I was not able to edit that and make that change within the shopping bag.



Definitely did not like that I couldn't change the store location easily change it and that I would have to start all over again next.



I definitely do not like the fact that it did not show me that there was a definite probability of the items being in my store... it just said limited availability and then all the other stores so that it was out of stock.

If You could change anything, what would you change?



I would like an option to pick up and buy in store from the item page



The only thing that would change is that the radio button to pick up in the store is bigger and I can see it easier didn't stand out to me



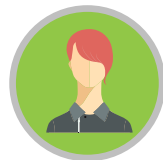
The ship to me or pick up and start option would be on the same pages where you pick your color and your size. I would make all those choices from the beginning and then add to the bag.



When I'm looking at dresses on the landing page, I would like to toggle up in the top right hand corner items available for pick up



Add a note that says more information on delivery and you know delivery options can be found at checkout



I think it would be much more beneficial to put in your location first before you start shopping in that way would only show you items that were available in your search range versus finding something you I can be disappointed that you can't find it.



Definitions

Hypothesis: A hypothesis is a proposed explanation for a phenomenon. For a hypothesis to be a scientific hypothesis, the scientific method requires that one can test it.

Test Type: The type of user/usability test performed.

Test Category: A test category is a test method attribute that you can assign to one or more tests. You can use logical operators with test categories to run tests from multiple categories together or to limit the tests that you run to tests that belong to multiple categories.

Desired Insight: An epiphany, an "aha" moment or a "eureka" feeling when a solution to a problem presents itself suddenly.

Counterbalance: design to control for order effects, we use separate groups of subjects, each group receiving treatments in a different order. Example: group/user1 views designs A/B, group/user2 views designs in B/A order.

Word Cloud: (also known as text clouds or tag clouds) work in a simple way: the more a specific word appears in a source of textual data (such as a speech, blog post, or database), the bigger and bolder it appears in the word cloud.

Disclaimer



Mostly related to technical issues, several factors may have affected the results of the usability test.

1. The sample size may not be representative of all people that may use the product.
2. Human error and misinterpretations of qualitative feedback affected the results to slight but varying degrees.
3. One known common product bugs or errors occurred during this test.

Bonus Material





Why do customers choose BOPIS?

Speed is King and Convenience is Queen.

Customers want products in-hand as soon as possible after they've pressed the "buy" button. In response to demand, Best Buy Canada has set availability for pickup at a mere 20 minutes.

38%

Eliminates shipping costs

36%

Avoid unknown retail customer pain points, like availability of an item

69%

Want to receive the items on the same day



The Wins and Pitfalls of BOPIS

OPPORTUNITIES

- Traditional retailers have the ability to compete against the pure play online retailers by using in-store pickup to reduce last mile shipping costs
- Associates have additional up-sale opportunity due to the increased foot traffic to the store
- Customers savings on shipping costs and promotes efficiency and speed by allowing them to have the product.

CHALLENGES

- Retail managers struggle with issues like inaccurate data, limited stock, and slow refills.
- Customers said it took store employees a long time to retrieve their order or staff was unable to find it in the store system
- Those tasked with handling online orders for in-store pickup need to be alert to the risk of being.



BOPIS Process Flow

- Website displays inventory availability online by individual store location
- Customer finds and selects product online
- Customer selects in-store inventory option for fulfillment and completes checkout process
- System alerts store associate of new order
- Store associate picks item for customer
- Store associate alerts customer that order is ready for pick-up
- Customer picks up order
- Store associate marks order as fulfilled

Customers Let You Know When It Doesn't Work



Let me pick a store and reduce choices to what you have. don't make me look at every item, size, and color before telling me you don't have it. [CSAT 0]



Be able to filter by store availability. Not one thing I clicked on was available in the store and I clicked on 30 items.[CSAT 0]



If I select a filter to show items available in the store, please show items available in the store!!! [CSAT 0]



Make searching by store pickup easier. Even though I filtered by store pickup, I had to click several times to see if something was in stock at my store. I had to click several times to view one item and see if it was available. I spent hours on the site when it should have only taken me a few minutes. [CSAT 0]



*UPDATE CORRECT INVENTORY BY STORE!!!!
Narrowed my search to Boots, then Work Boots (89 results), then same day pick up (my store is already selected). 80 results!!! That's awesome!!! So I proceed to click on boots I'm interested in. EVERY, I REPEAT, EVERY selection I picked was either out of stock at my store [CSAT 0]*

In-Store - Receipts

